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ABSTRACT

The public, academic and special libraries of the five-county area centering on Stockton, California have established the need for improving access to periodicals. In an attempt to meet this need, (1) the periodical holdings of the participating libraries were interfiled and studied, and (2) policies and procedures concerning periodical selection, processing, use and retention were analyzed through a questionnaire. The study revealed that the combined periodical resources of the area are much richer than those of any one library or group of libraries. As a result, development of a cooperative periodicals network is proposed. The organization, technical processes and finances involved in such a network are discussed. (SJ)

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PERIODICALS FOR THE ASKING:

A PLAN FOR A PERIODICALS NETWORK

A Survey Report of Five California
Counties made for the
49-99 COOPERATIVE LIBRARY SYSTEM
under provisions of
The Library Services and Construction Act, Title III

LI 003 625

By Raymond M. Holt, Consultant

May 1971

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PERIODICALS FOR THE ASKING: A PLAN FOR A PERIODICALS NETWORK

CHAPTER I

OBJECTIVES AND HISTORY OF THE STUDY

Recognizing that periodicals represent one of the basic resources of library service, the member libraries of the 49-99 Cooperative Library System have established the need for improving access to periodicals. They have been joined in their interest and concern by virtually all of the academic and special libraries in the five-county area which centers on Stockton, California.

Librarians have noted an increase in public requests for periodicals,and that the ability of the libraries to meet the rising demand is impaired by an inadequate knowledge of periodical resources and by lack of a formalized plan for cooperative periodical service. While a union list of periodicals has been developed by the 49-99 Cooperative Library System, it covers only the collections of the public libraries. The larger resources of the academic and special libraries are accessible only through special inquiry.

To document the need for periodicals, the Stockton Public Library discovered in 1968 that of the 84,000 periodical requests it received, only 64,000 could be satisfied, meaning that nearly 25% of the demand was un-met. Sharing this information with the librarians in the five-county area established the potential of interlibrary cooperation as a possible solution. The common concern felt by the libraries resulted in the 49-99 Cooperative Library System submitting a proposal to the California State Library for funding under the Library Services and Construction Act which had as its objective the

employment of a consultant to:

1. Survey and evaluate the periodical holdings of all presently participating libraries and other possible participants.
2. Survey and evaluate selection policies and procedures, and policies pertaining to use and retention of periodicals, whether paper, bound or microform.
3. Prepare a report which will:
   a. Analyze our areas of need: union list, interlibrary use of periodicals, gaps in collections, etc.
   b. Analyze our areas of responsibility: headquarters of the network, special subject areas, and the responsibilities of the individual members.
   c. Detail a feasible cooperative program of service, including equipment necessary for service.
   d. Indicate the probable costs for establishing and maintaining a union list of periodicals and the network of cooperative periodicals service.
   e. Indicate possible ways of financing this network after the grant stage.

The report which follows is the result of this proposal, the Consultant having received authority to proceed in January 1971. In pursuit of the proposed objectives, (1) the periodical holdings of the participating libraries have been interfiled and studied, (2) policies and procedures concerning periodical selection, processing, use and retention have been analyzed through a questionnaire, (3) the public and academic libraries of the area have been visited and (4) two meetings have been held with the

representatives of the participating libraries.

The conclusions drawn from the study confirm the original postulate that the combined periodical resources of the area are much richer than those of any particular library or group of libraries, and that through a cooperative periodicals network, the existing collections can be further developed and made accessible to all

CHAPTER II

THE FIVE-COUNTY SETTING

Periodical resources, like other library collections, must be developed in harmony with the characteristics of the service area. Therefore, it seems pertinent to describe briefly some of the basic attributes of the five-county area included in this study before becoming involved in the more specific findings and recommendations.

Lying near the heart of California, the five counties making up the study area include Amador County, Calaveras County, San Joaquin County, Stanislaus County, and Tuolumne County. Together, they comprise an area which begins in the fertile delta country of the San Joaquin-Sacramento delta and rises from near sea level on the west to the granite crest of the Sierras on the east. Its northern boundary follows the twistings of the Cosumnes River, while the southern border bisects Yosemite National Park and roughly parallels the course of the Merced River to the south.

Within this region lies the watershed and the reservoirs which supply water to most of the residents of the San Francisco Bay area. Hydroelectric plants, located here, are among the most important in California, and provide the source of power required by residential, commercial and industrial growth.

This is a historic country, too. Long before the gold rush hunters ranged the hills and settlers established cattle ranches. The discovery of gold in 1848 brought wealth and fame to the area while Bret Harte and Mark Twain wove the lore and legend of the mother lode into undying prose.

However, for the half million and more residents of the area today,

"gold in them thar hills" is more a nostalgic cry of the past than a symbol of today's economic base. Today's wealth is derived from agriculture which provides a half billion dollar income per year, and from retail sales which mount to nearly double that figure annually. Cattle constitute the largest share of the income from agriculture, milk products contributing some $75,000,000, and beef products more than $35,000,000. Field crops, including hay and grain, add another $41,000,000 or so to the total, followed by significant contributions by such diverse agrarian enterprises as wine, fruit, nuts, poultry, eggs, and vegetables.

With agricultural production assuming such major proportions in the economy, it naturally follows that food processing is the foremost element in manufacturing, followed by lumber and wood products. More than 30,000 people are employed by the various manufacturers in the area, numbering some 600. The total annual payroll to employees is well over one million dollars, and rising.

Mineral production continues as an important source of wealth, adding $35,000,000 or more to the annual wealth of the area. However, precious metals have largely been replaced by such mundane but currently more salable products such as asbestos, natural gas, sand and gravel, stone, clay, and tungsten.

Although no separate figures are available, tourism must surely represent a growing segment of the economy. Recreational attractions range from the 1,000 miles or more of navigable waterways of the delta to fishing in the cold streams and lakes of the high Sierras. Sandwiched between are the vacation meccas of the mother lode country and Yosemite National Park. One measure of the recreation potential is in the fact that one-third of the

land in the five counties is under public ownership, primarily that of the federal government.

The residents are probably as diverse in characteristics as those of any similarly sized area in the state. Concentrations of minority groups exist in the larger metropolitan areas. Per capita income is lower than the state-wide average by about one-third, varying from county to county from about 40% below the average to only 10% below.

Population growth over the past decade has amounted to 79,892 new residents in the area according to the 1970 census report. Percentage-wise, this gain of 18% is somewhat less than the 25% increase registered by the state as a whole, but nonetheless substantial. It must be assumed that the population shared the increases in sophistication and educational achievement level general throughout the state.

Seventeen libraries were included in the study:

Six Public Libraries:

Amador County Public Library

Calaveras County Public Library

Lodi Public Library

Stockton-San Joaquin County Public Library

Stanislaus County Public Library

Tuolumne County Public Library

Five Academic Libraries:

Columbia Junior College

Modesto Junior College

San Joaquin Delta College

Stanislaus State College

University of the Pacific

... Six Special Libraries:

San Joaquin County Teachers Professional Library

San Joaquin General Hospital Library

San Joaquin Local Health District Library

Sharpe Army Depot Library

Stanislaus County Medical Library

Stockton State Hospital Professional Library

Other libraries known to exist in the area were contacted but, for one reason or another, did not choose to be included. It is understood that this does not necessarily mean that one or more of them would not wish to participate in any future plans and/or projects.

The six public libraries form the 49-99 Cooperative Library System which has its headquarters at the Stockton-San Joaquin County Library. Begun in 1967, the System has carried on a number of projects to strengthen services and collections to the public. The concern of the members over the existing deficiencies in the periodical files held by their respective libraries led, as previously indicated, to the present study of area-wide periodical resources. Few cooperative library systems in California have been so successful in gaining the cooperation and active participation of academic and special libraries. Because this spirit of cooperation exists, it is possible to recommend a program which, while of mutual benefit on a shared basis, might be impossible if limited to a single type of library.

CHAPTER III

ANALYSIS OF PRESENT PERIODICAL HOLDINGS

No practical recommendations for cooperation among libraries can be made without some knowledge of their resources. This is especially true when dealing with a single part of the collection as specialized as periodicals. Therefore, periodical lists were requested of each participating library. Three of the academic libraries supplied their lists on computer tab cards. Printed lists were provided by the other academic, public, and special libraries. (No list was received from one of the special libraries.) These entries from each library were then interfiled into a common alphabetical arrangement. The information supplied in this chapter was derived from examination of this "union list."

A. DEFINITIONS AND LIMITATIONS.

It was originally intended to review each of the entries and eliminate from the file any titles which did not seem to represent periodicals. However, after further examination, it was decided to accept each list as submitted since no common definition had been adopted by the participating libraries and because of the difficulty of applying some uniform criteria without access to the actual titles. Therefore, an undetermined number of titles - though small in terms of the total - represent publications which may not in the strictest sense be considered periodicals. These include annuals, transactions of societies, proceedings, government publications, house organs, indexes, abstracts, and bulletins and newsletters which appear at first glance to be ephemera.

It was not possible to "edit" the files as carefully as a published

union list would require. Therefore, there is the possibility that a small error in statistical data has occurred (plus or minus 1%) due to peculiarities in filing, inconsistencies in title information, abbreviations, omissions or additions of one or more words in a title, and other factors. While such unresolved problems of entry may well bother our instincts as librarians, and should certainly be resolved before a union list is actually published, they do not affect the findings, conclusions, and recommendations of this report.

B. THE QUANTITY OF PERIODICALS

To the non-librarian, determining the number of periodicals currently received by a group of libraries would seem to present no problem. But even so simple a fact as this turns out to be complicated both by the various definitions of "periodical" used by the libraries and by the procedures and treatment accorded them. For example, in library "X" nearly every publication received other than a book, including annuals and yearbooks, may be recorded as a periodical. In library "Y" however, only those purchased through a periodicals subscription list are counted, ignoring all periodicals received by gift though these may include technical journals, important quarterlies, and popular titles. Counting periodical titles is also like trying to measure the flow of a river in the midst of a rapids - there is continuous shifting as subscriptions expire, new titles are added, old ones dropped, etc.

In anticipation of this study each library was asked in December 1970 to indicate the number of periodical titles "currently held".[1] The total

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[1]The term "currently held" like any other used in connection with periodicals is open to individual interpretation. Does this mean subscribed to, received by the library including gifts, or the number which the library holds in backfiles for reference use? Though a seemingly minor point, questions of definition and interpretation such as this make it impossible to arrive at statistical data which is absolute.

reported amounted to 7,763, excluding two special libraries which did not reply. (In later tabulations these two libraries reported a total of 234 titles.) In September of 1968 the same list of libraries, with the exception of Columbia Junior College, had reported 8,035 titles "currently received." The survey questionnaire submitted to the participating libraries in January 1971 asked the question, "How many *titles* does your library subscribe to now (1971)?" This drew a response totaling 8,458, and includes data from each library. Lacking better data, it has been necessary to assume that this number accurately represents the quantity of "periodicals" currently subscribed to by participating libraries.

The number of current subscriptions, along with certain other basic data, is shown in Table III-1, followed by Table III-2 which shows the same data assembled by type of library. A number of important and interesting observations can be drawn from this information. For instance, the amount of money spent on periodicals may appear small for some libraries, but in the aggregate, it amounts to more than $100,000.00! This is 15.14% of the nearly $700,000.00 budgeted for printed materials. As might be expected in a sample varying so greatly in size and type of library, the amount rises from a low of $350.00 to $31,000.00. Similarly, the number of titles subscribed to run from 34 in the case of the Sharpe Army Depot Library to 2,600 for the University of the Pacific. Public libraries seem fairly consistent in the expenditures for periodical subscriptions in terms of the percentage of the book budget reserved for this purpose. This amount varies only from 6.1% in the case of the Tuolumne County Public Library to 8.7% at the Lodi Public Library. This consistency is doubly interesting in view of the great differences in the population served, the size of the collections, budgets,

TABLE III-1

BASIC INFORMATION ON PERIODICAL HOLDINGS

LIBRARY	1970-71 Budget for books and Period-icals	1970-71 Approximate Expenditure for Period-icals	1970-71 No. of Current Titles Subscribed To	% of Book Budget Spent for Periodicals
Amador County	10,000	850	106	8.5%
Calaveras County	11,000	700	90	6.4%
Columbia Junior College	47,000	3,500	215	7.4%
Lodi Public	21,895	1,900	240	8.7%
Modesto Junior College	28,000	8,000	740	28.6%
San Joaquin County Teachers	3,000	550	59	18.3%
San Joaquin Delta College	30,120	4,000	561	13.3%
San Joaquin Local Health	929	---	54	---
Sharpe Army Depot	650	350	34	53.8%
Stanislaus County	164,000	10,147	290	6.2%
Stanislaus Medical	3,400	1,500	108	44.1%
Stanislaus State College	113,300	26,000	2,348	22.9%
Stockton-San Joaquin County	128,000	11,000	613	8.6%
Stockton State Hospital	3,000	1,175	147	39.2%
Tuolumne County	13,500	828	127	6.1%
University of the Pacific	104,000	31,000	2,600	29.8%
San Joaquin General Hospital	8,500	3,000	126	35.3%
TOTAL	690,294	104,500	8,458	15.14%

TABLE III-2

BASIC INFORMATION ON PERIODICAL HOLDINGS ARRANGED BY TYPE OF LIBRARY

	1970-71 Budget for Books and Period-icals	1970-71 Approximate Expenditure for Period-icals	1970-71 No. of Current Titles Subscribed to	% of Book Budget Spent for Periodicals	% of Total Titles
Public Libraries	348,395	25,425	1,466	7.30%	17.33%
Academic Libraries	322,420	72,500	6,464	22.49%	76.42%
Special Libraries	19,479	6,575	528	33.75%	6.25%
TOTAL	690,294	104,500	8,458		

and the number of copies required for branch libraries! The range in the academic library field is much greater, jumping from 7.4% of the book budget at Columbia Junior College to 29.8% at the University of the Pacific. Special libraries devoted even larger portions of their materials budgets to periodicals, climbing from 18.3% for the San Joaquin County Teachers Professional Library to 53.8% for the Sharpe Army Depot Library - or 44.1% if the more substantial collections of the Stanislaus County Medical Library are used instead.

Taking the libraries by types, the findings confirm the fact that, on the average both academic and special libraries devote substantially larger portions of their materials budgets for periodicals: 22.49% for adacemic libraries and 33.75% for special libraries, while public libraries spent only 7.30%. Of perhaps greater significance is the fact that of the 8,458 titles reported, academic libraries held 76.42%, public libraries 17.33%, and special libraries 6.25%.

C. INDEX ANALYSIS

As in the case of all library materials, the usefulness of a periodical is determined largely by its accessibility through indexes or abstracts. As noted in the comments made by librarians in regard to the guidelines used for periodical selection, choice is perhaps more apt to be influenced by whether or not the periodical is indexed than by any other factor. A comparison of the holdings represented in the combined list of periodicals with a variety of general and special indexes seemed, therefore, an essential part of this study. After considering the nature of the area served by the participating libraries and following the examination of a sizable number of indexes a list of twenty indexes was finally decided upon. These include most of the

more general indexes published by the H. W. Wilson Company, along with a number of specialized indexes to cover the field of medicine, nursing and hospitals in view of the participation of special libraries working in these areas. In addition to indexes covering current periodicals, the *International Index* and the *Industrial Arts Index*, though now discontinued were checked. Two other indexes, *Nineteenth Century Readers Guide* and *Pooles Index to Periodical Literature*, were also checked because of their obvious influence in determining the retention of older periodicals. Realizing that *Ulrich's International Periodicals Directory* (1969-70 Edition) lists some 900 indexing and abstracting services, an arbitrary decision was made to exclude abstracting services, even though they are akin to periodical indexes and play an important role in periodical reference work. The periodical indexes available in the participating libraries are listed in Table III-3. Perusal of this table provides some interesting insights into periodical reference service.

1. INDEX AVAILABILITY

Recognizing the fact that to a large extent the ability of a library patron to find periodical materials to fill his needs depends upon which indexes are available in his library, the number and type of indexes in each of the libraries takes on a special importance. In fact, the creation of a periodicals network which makes possible the rapid filling of requests, regardless of where the periodical desired is housed, largely invalidates the old supposition that a library need have only the indexes which cover that particular library's holdings.

As seen in Table III-3 which lists the indexes currently available, the library patron's success in the use of periodicals will be governed by which library he happens to use so far as indexing services go. In

TABLE III-3

INDEXES PRESENTLY AVAILABLE IN LIBRARIES IN THE FIVE-COUNTY AREA*

INDEX	Columbia J. C.	Modesto J. C.	S. J. Delta Col.	Stanislaus State	Univ. of Pacific	ACADEMIC (Sub Total)	Amador County	Calaveras County	Lodi Public	Stanislaus Co.	Stockton-S.J. Co.	Tuolumne Co.	PUBLIC (Sub Total)	S.J. Co. Teachers	S.J. Co. Gen'l Hosp.	Stanislaus Co. Medical	Stockton St. Hosp.	SPECIAL (Sub Total)	TOTAL
Agriculture		x				1			x	x	x		3					0	4
Applied Sci. & Tech.		x	x		x	3				x	x		2					0	5
Art Index		x	x	x		3			x	x	x		3					0	6
Bibliographic Index					x	1					x		1					0	2
Biography Index	x	x				2			x		x		2					0	4
Biological & Agri.		x	x			2				x	x		2					0	4
Business Periodical		x	x	x	x	4			x	x	x		3					0	7
Cum. Index to Nursing Literature	x	x	x			3							0				x	1	4
Cum. Mag. Subject						0					x		1					0	1
Education Index	x	x	x	x	x	5			x	x			2	x				1	8
Engineering Index						0							0					0	0
Hospital Lit. Index					x	1							0					0	1
Index Medicus				x	x	2							0		x	x	x	3	5
Index Little Mag.				x	x	2					x		1					0	3
Industrial Arts		x		x		2			x	x	x		3					0	5
Internat'l Index		x	x		x	3					x		1					0	4
Internat'l Nursing Index		x	x			2							0				x	1	3
Library Literature	x		x	x	x	4				x	x		2					0	6
Music Index				x		1					x		1					0	2
19th Century Readers' Guide						0					x		1					0	1
Poole's Index		x		x		2					x		1					0	3
P.A.I.S		x			x	2				x	x		2					0	4
Readers' Guide	x	x	x	x	x	5	x	x	x	x	x	x	6					0	11
Social Sciences & Humanities	x	x	x	x	x	5				x	x		2					0	7
Total Academic	6	15	11	11	12	(55)													
Total Public							1	1	7	11	18	1	(39)						
Total Special														1	1	1	3	6	
TOTAL																			100

*No indexes reported by either the San Joaquin Local Health District Library or the Sharpe Army Depot Library.

the academic libraries, the number of indexes held by any given library range from six to fifteen - with the largest number at the Modesto Junior College. Interestingly enough, three indexes are apparently not to be found in any of the academic libraries: *Cumulative Magazine Subject Index*, *Engineering Index*, and the *Nineteenth Century Readers' Guide*. Four others appeared in only one library: *Agriculture Index*, *Bibliographic Index*, *Hospital Literature Index*, and the *Music Index*. In the case of the *Agricultural Index*, it is possible that some libraries failed to list this separately inasmuch as it was continued in the *Biological and Agricultural Index* after 1964. However, the same applied to the *International Index* and the *Industrial Arts Index*, three libraries indicating that they have the first of these and two having the latter index. In light of the single entry for the *Agricultural Index* it should perhaps not be too surprising to find that only two academic libraries have its successor, the *Biological and Agricultural Index* - and neither of them are four year institutions! With the exception of the new Columbia Junior College, the index files appeared to be fairly complete in most instances.

2. INDEX POPULARITY

The most popular indexes are, as might be expected, *Readers' Guide to Periodical Literature*, *Social Sciences and Humanities Index*, and the *Education Index*, all held by each of the five academic libraries. Next in popularity came the *Business Periodicals Index* and the *Library Literature Index*, held by four libraries.

Four of the six public libraries indicated that they subscribed only to the *Readers' Guide to Periodical Literature* - hardly surprising

in view of the limited size of their periodical holdings and the previcusly mentioned axiom that libraries should restrict their indexes to those which cover periodicals in their own collections. Three public libraries showed somewhat stronger holdings, comparable to their academic neighbors. Lodi Public Library counted seven indexes, Stanislaus County Public Library twelve, and the Stockton-San Joaquin County Public Library eighteen. As far as can be determined from information in hand, the Stockton-San Joaquin County Public Library is the only library in the five-county area to hold the *Cumulative Magazine Subject Index* (Faxon) and the *Nineteenth Century Readers' Guide*, both important for research in older periodicals. Four of the indexes were not owned by any of the public libraries and seven appeared in only one library. *Readers' Guide* was the only index to which all subscribed.

As expected, the special libraries confined most of their index holdings to their area of specialization. No indexes were reported by either the San Joaquin Local Health District or the Sharpe Army Depot Library. The San Joaquin County Teachers Library subscribed to *Education Index*, while both the San Joaquin General Hospital Library and the Stanislaus Medical Library held *Index Medicus*. The Stockton State Hospital, in addition to *Index Medicus* subscribed to the *Cumulative Index to Nursing Literature* and the *International Nursing Index*.

While sharing indexes should constitute a part of the cooperative effort inherent in the Periodical Network, the present holdings should be carefully evaluated and augmented as necessary to provide better coverage and improved public access.

D. ANALYSIS OF PERIODICAL HOLDINGS BY INDEX

Data is supplied in Table III-4 analyzing the combined holdings of the libraries on the basis of the twenty indexes chosen for this purpose. It was found that these indexing services covered a total of 8,991 periodical titles, including those listed in more than one index.

Of the 8,991 titles covered by the indexes, 3,253, or 36.18%, were found to be included in the combined holdings list. This means, of course, that 5,738, or 63.82%, of the indexed titles are not available in any of the libraries in the five-county area. If the non-current indexes (*Nineteenth Century Readers' Guide, Pooles Index, Industrial Arts Index* and *International Index*) are not considered, the numbers and percentages are even lower: 2,838, or 34.07%, of the titles currently indexed being available.

As might be expected, the response varies widely from index to index. The extremes are represented by *Readers' Guide to Periodical Literature* where 100% of the indexed magazines are available, as compared to the *Engineering Index* where only 8.46% were found in the combined holdings. The *Social Sciences and Humanities Index* proved quite strong with 93.94% of the periodicals indexed therein listed in the cumulated file for the five counties. As might have been predicted, a large share, 86.42%, of the periodicals listed in *Education Index* are available among the libraries. A surprising weakness, in view of the nature of the area's economy, was the mediocre coverage of periodicals - less than 150 titles, or 59.18% - in the *Biological and Agricultural Index.* While *Business Periodicals Index* made a fair showing with 73.21% of the listed periodicals found in the combined holdings, the response to the *Applied Science and Technology Index* and the

TABLE III-4

COMPARISON OF THE COMBINED PERIODICALS LISTS WITH TITLES INCLUDED IN 20 INDEXES

	No.Titles in Index	No.Unique Titles Held	No.Unique Titles Not Held	Percent of Titles Held	Percent of Titles Not Held	No.Titles Held Including Duplicates
Applied Science & Technology	227	99	128	43.61	56.39	212
Art Index	157	72	85	45.86	54.14	191
Biography	637	512	125	80.38	19.62	1,877
Biological & Agricultural	147	87	60	59.18	40.82	184
Business Periodicals	168	123	45	73.21	26.79	341
Education Index	243	210	33	86.42	13.58	606
Engineering Index	2,222	188	2,034	8.46	91.54	316
Hospital Literature	393	193	200	49.11	50.89	642
Index Medicus	2,187	451	1,736	20.62	79.38	870
Cumulative Index to Nursing Literature	105	38	67	36.19	63.81	136
Industrial Arts Index*	249	128	121	51.41	48.59	357
*International Index**	169	155	14	91.72	8.28	465
International Nursing Index	202	18	184	8.91	91.09	60
Library Literature Index	154	48	106	31.17	68.83	149
Music Index	244	78	166	31.97	68.03	186
Nineteenth Century Readers' Guide*	50	45	5	90.00	10.00	109
*Poole's Index**	192	87	105	45.31	54.69	137
P.A.I.S.	890	378	512	42.47	57.53	994
Readers' Guide	157	157	0	100.00	---	1,181
Social Science & Humanities	198	186	12	93.94	6.06	554
TOTAL	8,991	3,253	5,738	36.18	63.82	9,567
*Non Current Indexes	660	415	245	66.25	33.75	
Current Indexes Only	8,331	2,838	5,493	34.07	65.93	

Engineering Index of 43.61% and 8.46%, respectively, indicated what appeared to be a fundamental and generally consistent weakness in the area of technology.

Surprisingly, perhaps, only five of the fifty magazines appearing in the *Nineteenth Century Readers' Guide* are missing. *Poole's Index,* on the other hand, showed a lesser response in that only 45.31% of the periodicals indexed were found.

On Table III-5 the indexes are ranked in the order of percentage of titles held. Considering the concentration of special libraries concerned with various phases of medicine, it is interesting that the percentage of holdings appears rather low. Similarly, neither the art nor music indexes are accorded a very favorable place on the list.

Tables III-6, III-7, and III-8 offer further insight into the actual title holdings represented in the various indexing services, by type of library. The totals represented by Column A in each of these tables includes all of the indexed titles held by the particular type of library, regardless of the fact that the same title may be received by more than one library. Column B shows the number of different or "unique" titles held, while Column C shows the number of "unique" titles in a particular index held only by a particular type of library. For example, the academic libraries (Table III-6) together receive some 130 periodicals which are indexed in the *Applied Science and Technology Index*. However, the 130 really represent only 58 different titles, 38 of which will be found only in these academic libraries. Column D indicates the ratio of "unique" titles to the total number received as shown in Column A. And the percentage of indexed titles held by the type of library is shown in Column E. To carry the example further, in the case of the

TABLE III-5

INDEXES RANKED IN ORDER OF PERCENT OF
TITLES HELD BY LIBRARIES IN THE FIVE-COUNTY AREA

CURRENT INDEXES	PERCENT HELD
Readers' Guide	100.00%
Social Sciences & Humanities	93.94%
Education	86.42%
Biography	80.38%
Business Periodicals	73.21%
Biological & Agricultural	59.18%
Hospital Literature	49.11%
Art Index	45.86%
Applied Science & Technology	43.61%
P.A.I.S.	42.47%
Cumulative Index to Nursing Literature	36.19%
Music Index	31.97%
Library Literature	31.17%
Index Medicus	20.62%
International Nursing Index	8.91%
Engineering	8.46%
DISCONTINUED INDEXES	
International Index	91.72%
Nineteenth Century Readers' Guide	90.00%
Industrial Arts	51.41%
Poole's Index	45.31%

COMPARISON OF ACADEMIC LIBRARY PERIODICALS HOLDINGS WITH 20 INDEX LISTS

INDEX TITLES ACADEMIC LIBRARIES	*Applied Science & Technology*	*Art Index*	*Biography Index*	*Biological & Agricultural*	*Business Periodicals*	*Education Index*	*Engineering Index*	*Hospital Literature*	*Index Medicus*	*Cumulative Index to Nursing Literature*	*Industrial Arts Index*	*International Index*	*International Nursing Index*	*Library Literature Index*	*Music Index*	*Nineteenth Century Readers' Guide*	*Poole's Index*	*P.A.I.S.*	*Readers' Guide*	*Social Sciences & Humanities*	*TOTALS*
NUMBER OF TITLES IN INDEX	227	157	637	147	168	243	2222	393	2187	105	249	169	202	154	244	50	192	890	157	198	8991
LIBRARY																					
Columbia Jr. College	5	9	69	3	10	9	6	26	14	7	13	16	4	6	1	4	1	25	64	22	314
Modesto Jr. College	17	20	185	33	30	64	24	49	51	20	27	48	12	12	21	4	3	86	114	54	874
San Joaquin Delta C.	24	17	208	27	29	59	34	55	57	18	41	61	9	9	9	7	3	86	139	66	958
Stanislaus State C.	30	42	344	37	79	166	63	78	129	9	64	127	5	33	46	26	31	232	101	163	1805
Univ. of The Pacific	54	28	392	47	65	195	96	130	342	14	78	142	2	27	47	28	37	288	124	175	2312
Col. A. Total	130	116	1198	147	213	493	223	338	593	69	223	394	32	87	124	69	75	717	542	480	6263
Col. B. No. Unique Titles Held	58	44	396	61	91	200	138	160	381	32	90	145	18	41	67	32	49	351	150	191	2695
Col. C. Held only by Academic Libraries	38	20	213	51	40	139	108	56	251	10	46	91	7	20	42	9	21	216	3	137	1518
Col. D. Ratio of Unique Titles to Total Titles Held	2.2	2.6	3.0	2.4	2.3	2.5	1.6	2.1	1.6	2.1	2.5	2.7	1.8	2.1	1.9	2.2	1.5	2.0	3.6	2.5	2.3
Col. E. Percent of Indexed Titles Held	25.5	28.1	62.2	41.5	54.2	82.3	6.2	40.7	17.4	30.4	36.1	85.8	8.9	26.6	27.4	61.5	25.5	39.4	95.5	96.5	29.97

COMPARISON OF PUBLIC LIBRARY PERIODICAL HOLDINGS WITH 20 INDEX LISTS

INDEX TITLES PUBLIC LIBRARIES	*Applied Science & Technology*	*Art Index*	*Biography Index*	*Biological & Agricultural Index*	*Business Periodicals*	*Education Index*	*Engineering Index*	*Hospital Literature*	*Index Medicus*	*Cumulative Index to Nursing Literature*	*Industrial Arts Index*	*International Index*	*International Nursing Index*	*Library Literature Index*	*Music Index*	*Nineteenth Century Readers' Guide*	*Poole's Index*	*P.A.I.S.*	*Readers' Guide*	*Social Sciences & Humanities*	*TOTALS*
NUMBER OF TITLES IN INDEX	227	157	637	147	168	243	222	393	2187	105	249	169	202	154	244	50	192	890	157	198	8991
LIBRARY																					
Amador County	3	5	69	0	6	4	3	18	2	2	7	2	0	4	4	1	0	16	82	2	230
Calaveras County	2	3	55	1	3	2	1	17	3	3	3	1	0	3	4	1	0	9	65	2	178
Lodi	6	6	100	2	14	14	6	28	1	2	13	4	0	13	7	3	0	29	113	4	365
Stanislaus County	6	9	115	4	22	12	8	37	6	6	17	8	2	15	8	15	10	46	140	7	493
Stockton-San Joaquin	54	46	228	26	71	21	63	63	17	7	73	51	2	22	30	34	57	137	156	51	1209
Tuolumne County	4	5	52	0	5	1	3	15	3	3	7	0	1	3	2	1	0	9	57	2	173
Col. A. TOTAL	75	74	619	33	121	54	84	178	32	23	120	66	5	60	55	55	67	246	613	68	2648
Col. B. No. Titles Listed in Index Held	39	38	197	25	66	20	61	67	15	8	70	50	3	27	29	37	58	135	157	47	1149
Col. C. Held Only by Public Libraries	25	17	28	13	12	0	34	10	0	0	19	4	1	6	7	11	35	20	0	2	244
Col. D. Ratio of Unique Titles to Total Titles	1.9	1.9	3.1	1.3	1.8	2.7	1.4	2.7	2.1	2.9	1.7	1.3	1.7	2.2	1.9	1.5	1.2	1.8	3.9	1.4	2.3
Col. E. Percent of Indexed Titles Held	17.2	24.2	30.9	17.0	39.3	8.2	2.7	17.1	.68	7.6	28.1	29.6	1.5	17.5	11.9	74.0	30.2	15.2	100	23.7	12.78

COMPARISON OF SPECIAL LIBRARY PERIODICAL HOLDINGS WITH 20 INDEX LISTS

INDEX TITLES SPECIAL LIBRARIES	*Applied Science & Technology*	*Art Index*	*Biography Index*	*Biological & Agricultural Index*	*Business Periodicals*	*Education Index*	*Engineering Index*	*Hospital Literature*	*Index Medicus*	*Cumulative Index to Nursing Literature*	*Industrial Arts Index*	*International Index*	*International Nursing Index*	*Library Literature Index*	*Music Index*	*Nineteenth Century Readers' Guide*	*Poole's Index*	*P.A.I.S.*	*Readers' Guide*	*Social Sciences & Humanities*	*TOTALS*
NUMBER OF TITLES IN INDEX	227	157	637	147	168	243	2222	393	2187	105	249	169	202	154	244	50	192	890	157	198	8991
LIBRARY																					
San Joaquin Co. Teach.	0	0	29	0	0	50	0	4	9	2	0	0	1	2	4	0	0	4	8	0	113
S. J. Co. Gen. Hosp.	1	0	8	3	0	1	1	52	130	15	4	0	7	0	0	0	0	6	3	0	231
S. J. Co. Local Health	4	0	9	1	2	3	6	15	18	9	5	0	7	0	0	0	0	5	2	0	86
Sharpe Army Depot	0	1	9	0	0	0	0	2	0	0	0	1	0	0	3	0	0	1	10	1	28
Stockton State Hosp.	2	0	5	0	5	5	2	53	88	18	5	4	8	0	0	0	0	15	3	5	218
Col. A. Total	7	1	60	4	7	59	9	126	245	44	14	5	23	2	7	0	0	31	26	6	676
Col. B. No. Unique Titles Held	5	1	47	4	6	53	8	86	196	23	10	4	11	2	6	0	0	20	16	5	503
Col. C. Held Only by Special Libraries	2	0	2	0	1	2	2	23	70	5	2	0	2	0	0	0	0	2	0	0	113
Col. D. Ratio of Unique Titles to Total Titles Held	1.4	1.0	1.3	1.0	1.2	1.1	1.1	1.5	1.3	1.9	1.4	1.3	2.1	1.0	1.2	0	0	1.5	1.6	1.2	1.3
Col. E. Percent of Indexed Titles Held	.2	.06	7.3	2.7	3.6	20.6	.36	21.9	8.9	21.9	4.0	2.3	5.4	1.2	2.5	0	0	2.2	10.1	2.5	7.51

Applied Sciences and Technology Index, the ratio of the 58 "unique" titles to the total of 130 received by the academic libraries is 2.2.. Looking at the holdings of the individual academic libraries, the relative strength of holdings remains fairly constant except for the most specialized indexes. On the other hand, two or three surprises occur. For instance, at least one or two of the larger academic libraries might have been expected to have all of the titles appearing in *Readers' Guide*, the most general of the indexes. The relative weakness of the University of the Pacif.. in holdings represented by *Art Index*, *Business Periodicals*, and the *Biological and Agricultural Index* was unexpected. The general weakness of all academic libraries in *Applied Science and Technology* titles, echoed by the response to its predecessor, *Industrial Arts Index*, would appear to be a matter for concern.

The holdings of the public libraries, shown in Table III-7 indicate strength only in the *Readers' Guide to Periodical Literature* and the *Nineteenth Century Readers' Guide*, titles for the latter being held almost entirely by one library. Taken as a group, the public libraries hold only 1,149 of the indexed titles, or 12.78%. Of this number, 244 are found only in the public libraries. The largest factor of duplication occurs, of course, with titles in *Readers' Guide* where the ratio is 3.9.to 1.

The general weakness of public libraries in the field of science and technology is indicated by the fact that only 39, or 17.2%, of the 227 titles in the *Applied Sciences and Technology Index* are available. Interestingly enough, 70, or 28.1%, of the titles indexed in *Industrial Arts Index*, predecessor to *Applied Sciences and Technology Index*, are in the combined collections for public libraries. The *Biological and Agricultural Index* shows an equally disappointing response of 25, or 17%, of the 147 titles in the

index. To some extent, the fact that only 47 of the 198 titles in the *Social Sciences and Humanities Index* appear in public libraries in the five-county area may be of equal concern. A satisfactory level of service to businessmen will probably require more than the present 66, or 39.3%, of the titles indexed in *Business Periodicals* also.

Analysis of the periodical holdings of the special libraries (Table III-8) is relevant only insofar as their respective areas of specialization are concerned. The San Joaquin County Teachers' Library, for instance, has a total of 117 titles which appear in one or more indexes. However, the important factor would appear to be the number of titles which are related to education, and more specifically, those indexed in the *Education Index*. Here, we find that the library has 50 such periodicals, or about 20% of the 243 listed in the Index. Material-wise, the uniqueness of this collection is weakened by the fact that virtually all of these titles are among the 200 held by the academic libraries, and some are duplicated by the 20 titles held by public libraries and appearing in the *Education Index*.

In the case of the three libraries pertaining to health and medicine, their combined holdings of 316 titles appearing in the *Hospital Literature Index, Cumulative Index to Nursing Literature, International Nursing Index,* and *Index Medicus* represent 10.94% of the 2,887 titles in these indexes. Interestingly enough, these 316 titles are only 58.2% of the total number of titles taken by these institutions! Surprisingly, in spite of the highly specialized nature of the activities represented by these special libraries, all but two of the titles in the San Joaquin County Teachers' Library can be found in one or another of the other libraries in the five-county area. Similarly, the health and nursing oriented libraries maintain

collections less unique than one might expect. For instance, appearing in other academic or public libraries are 63 of the 86 titles listed in *Hospital Literature Index*, 126 of the 196 listed in *Index Medicus*, 18 of the 23 listed in Cumulative Index to Nursing Literature and 9 of the 11 titles listed in International Nursing Index. The percentage of duplication is shown in Table III-9.

TABLE III-9

COMPARATIVE UNIQUENESS OF PERIODICALS HELD BY SPECIAL LIBRARIES IN HEALTH AND NURSING

	Cumulative Index to Nursing Literature	*Hospital Literature Index*	*Index Medicus*	*International Nursing Index*
No. Titles in Index	105	393	2,187	202
No. Titles in Special Libraries	23	86	196	11
No. Titles held ONLY in Special Libraries	5	23	70	2
Percentage of Special Library holdings duplicated in Academic and Public Libraries	78.3%	73.3%	64.3%	81.8%

In every case, academic libraries hold more titles in these specialized fields than do the special libraries (See Table III-6). The traditional weakness of public libraries in the area of medicine is supported by comparing data from Table III-7.

In Table III-10, the libraries are grouped according to type and ranked by the percentage of indexed periodicals held. Academic libraries have an appreciably higher percentage of the indexed titles in their collections than do either the public or special libraries. (The special libraries were measured only in terms of their specific areas of specialization.)

Perhaps more interesting than the relative standings of the public libraries is the comparison between the public and the academic libraries. While strength in periodical holdings is far more a hallmark of the academic library and the two types of institutions should not be in competition, it still would appear that greater emphasis on periodicals is, perhaps, warranted in the public libraries.

TABLE III-10

LIBRARIES RANKED ACCORDING TO THE PERCENTAGE OF INDEXED PERIODICALS HELD

Academic		Public		Special*	
University of the Pacific	26.4%	Stockton-San Joaquin County	13.9%	San Joaquin County Teachers	20.6%
Stanislaus State College	20.7%	Stanislaus County	5.8%	San Joaquin County General Hospital	7.1%
San Joaquin Delta College	11.2%	Lodi Public	4.4%	Stockton State Hospital	5.8%
Modesto Junior College	10.1%	Amador County	2.7%	San Joaquin County Local Health	1.6%
Columbia Junior College	3.7%	Calaveras County	2.2%		
		Tuolumne County	2.1%		

*Special libraries' holdings have been measured against the number of titles covered by the indexes pertinent to their areas of specialization rather than against the entire range of indexes: San Joaquin County Teachers' Professional Library has 20.6% of the entries in *Education Index*; the three medical libraries having 204, 167 and 49, respectively, of the 2,887 titles indexed in the four indexes related to hospitals, nursing and medicine.

Table III-11 shows how the various indexes rank in terms of the holdings by the various types of libraries. As is perhaps natural, the evidence points clearly to concentrations of periodicals in the more general fields. The comparatively low position of science and technology is demonstrated by the

TABLE III-11

PERIODICAL INDEXES RANGED IN ORDER OF PERCENT OF HOLDINGS BY TYPES OF LIBRARIES

ACADEMIC	% ENTRIES HELD	PUBLIC	% ENTRIES HELD	SPECIAL	% ENTRIES HELD
Social Sciences & Humanities	96.5%	*Readers' Guide*	100.0%	*Cumulative Index to Nursing Literature*	21.9%
Readers' Guide	95.5%	*Nineteen Century Readers' Guide*	74.0%	*Hospital Literature*	21.9%
International Index	85.8%	*Business Periodicals*	39.3%	*Educational Index*	21.8%
Education Index	82.3%	*Biography*	30.9%	*Readers' Guide*	10.1%
Nineteenth Century Readers' Guide	61.5%	*Poole's Index*	30.2%	*Index Medicus*	8.9%
Biography	62.2%	*International Index*	29.6%	*Biography Index*	7.3%
Business Periodicals	54.2%	*Industrial Arts Index*	28.1%	*International Nursing Index*	5.4%
Biological & Agricultural Index	41.5%	*Art Index*	24.2%	*Industrial Arts*	4.0%
Hospital Literature	40.7%	*Social Sciences & Humanities*	23.7%	*Business Periodicals*	3.6%
P.A.I.S.	39.4%	*Library Literature*	17.5%	*Biological & Agricultural Index*	2.7%
Industrial Arts	36.1%	*Applied Science & Technology*	17.2%	*Music Index*	2.5%
Cumulative Index to Nursing Literature	30.4%	*Hospital Literature*	17.1%	*Social Sciences & Humanities Index*	2.5%
Art Index	28.1%	*Biological & Agricultural Index*	17.0%	*International Index*	2.3%
Music Index	27.4%	*P.A.I.S.*	15.2%	*P.A.I.S.*	2.2%
Library Literature	26.6%	*Music Index*	11.9%	*Library Literature*	1.2%
Applied Science & Technology	25.5%	*Education Index*	8.2%	*Engineering Index*	.36%
Poole's Index	25.5%	*Cumulative Index to Nursing Literature*	7.6%	*Applied Science & Technology*	.2%
Index Medicus	17.4%	*Engineering*	2.7%	*Art Index*	.06%
International Nursing Index	8.9%	*International Nursing*	1.5%	*Nineteenth Century Readers' Guide*	.0%
Engineering Index	6.2%	*Index Medicus*	.68%	*Poole's Index*	.0%

fact that the *Applied Sciences and Technology Index* is ranked 16th for academic libraries and 11th for public libraries. The *Biological and Agricultural Index* ranks 8th on the academic list and 13th on the public libraries' holdings. The *Engineering Index* is relegated to last place for academic libraries and runs only slightly ahead of the *International Nursing Index* and *Index Medicus* for public libraries. The *Art Index* and *Music Index* lack the popularity one might expect, ranking 13th and 14th on the academic list and 8th and 15th, respectively, for public libraries.

In ranking the indexes for special libraries (The Sharpe Army Depot was omitted because of its extremely limited size), it was a bit surprising to find *Index Medicus* in 5th place, falling behind *Readers' Guide*. The *International Nursing Index* was even further down the list, in 7th place. However, the specialized nature of these collections makes evaluation difficult without detailed knowledge of the exact nature of the users. It would appear that the participation of special libraries in the proposed Periodicals Network will be of mutual benefit, however. Through continued review of the combined collections it should be possible for the special libraries to eliminate some of the titles they find that they now hold in common with other types of libraries, and concentrate to an even greater extent in their fields of specialization.

E. ADDITIONAL SUBJECT ANALYSIS

While a broad profile of subject strengths and weaknesses can be deduced from the analysis of the titles held in the various periodical indexes, steps were taken to compare the combined holdings with other subject guides. Unfortunately, the mixture of academic, public, and special libraries, and the lack of any authoritative subject list for such an

amalgam vastly complicated such attempts. The subject lists in *Ayers Directory* and in *Ulrich's International Periodicals Directory* were of very limited value due in part to the nature of the subjects used as well as to the inappropriateness of many of the titles for the five-county area, i.e. numerous reqional and house-organ types of publications in *Ayers Directory* and the relatively high proportion of foreign periodicals listed in *Ulrich's*. The most appropriate tool appeared to be *Magazines for Libraries* by Bill Katz.[1] Here again, however, subjects were not always pertinent and the number of titles included could hardly be termed indicative of either the importance of the subject or the availability of desirable publications. The combined holdings were also checked against those of several union lists compiled by larger library systems, though these are not organized on a subject basis.

While more specific subject recommendations will be made in Chapter IV, a few observations appear pertinent here. The subject area most in need of support, it would seem, is that of science and particularly applied science and technology. While admittedly the five-county area is not economically dependent upon vast electronic or aerospace industries, manufacturing and some technological development is occurring. The exact nature of the present and potential users of such information resources should be carefully identified and additional materials provided to appropriately reinforce the collections. Another weakness, which in some ways is puzzling, appears to be in the area of agriculture. While the number of periodicals in this field as revealed by the *Biological and Agricultural Index* may represent

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[1]Bill Katz, *Magazines for Libraries*, New York, R. R. Bowker Co. 1969.

only a portion of the titles in the libraries, perusal of the files fails to reveal any significant depth in the non-indexed files.

Business periodicals represent another area of concern. If the libraries - particularly the public libraries - are to attempt to attract businessmen in meaningful numbers, then it would appear that more titles related to the business world are needed, particularly in such fields as accounting, finance, investments, and labor relations.

The cultural side of life, as represented by art and music, also seem to have lacked emphasis. Again, it is impossible to tell, without access to additional data on vocational and avocational interests, whether or not the present collection does indeed suffice.

The achievement of subject balance in the periodical collection, as in the book collection, must come through continuous study of the public on the one hand and on the availability of materials on the other. Just as in the case of other library materials, the establishment of a given need does not necessarily mean that there presently exists a corresponding periodical resource, or one which has relevancy in these five counties. While, for lack of better device, the analysis of the combined periodical collection has concentrated on evaluation by indexes, this does not invalidate the need for including in each library's collections titles which are not indexed but which are of contemporary and/or regional interest. Finally, while indexes should prove helpful as indicators of broad subject strengths and weaknesses, they must not be followed blindly nor used as a substitute of the discriminating judgment of librarians properly informed of local requirements, present and future.

F. DUPLICATION

Data contained in several of the tables in this chapter provide evidence that there is considerable duplication of periodical subscriptions and hold-

ings among the various libraries. The amount of duplication varies widely depending upon the subject nature of the periodicals. (The ratios shown in Tables III-6, III-7, and III-8 compare the number of unique titles with the total number of periodicals subscribed to in each index by type of library.) Obviously, some duplication is bound to occur if each library attempts to supply its particular clientele with the most frequently requested materials from its own collections.

On the other hand, duplication becomes a problem when the same title is subscribed to by more libraries than have an actual need for it. Such duplication can be considered unnecessary and should be avoided through the careful study and planning of the total resources and requirements of the area served by the Periodicals Network. At this point, however, no evidence of extensive or unwarranted duplication has been found. On the contrary, further duplication of the more important titles may be needed to bring such resources closer to the user. For instance, at least one public library should subscribe to such basic titles as *Economist* and *California Management Review*, and, at the same time, it seems reasonable that *Modern Manufacturing* should be available in one or more academic libraries. These titles appear in several indexing and abstracting services and are considered as basic items in both public and academic libraries of medium size.

Both the nature and the extent of duplication will become much more apparent when a union list, complete with accurate statements of holdings, is available for study. In a few instances, duplication of backfiles may also be a consideration. While it is important to build strength through depth as well as scope in the individual libraries, there could be a reasonable question as to how many libraries need to hold fairly complete backfiles

of a periodical which is primarily popular in nature. The question of duplication can only be solved on a title-by-title analysis based on factors of real and potential usage as understood by the librarians on the home front.

G. LENGTH OF FILES AND GAPS IN FILES

As in the case of evaluating the periodicals collection for duplication, the problems of length of files and gaps in files will be more readily apparent and easier to deal with once a union list has been printed. Ambiguities in statements on holdings now present difficulties which will be resolved in the union list. Deviations in title entry make it difficult to be certain that a given title does not exist someplace. This is particularly true in the case of periodicals which have undergone a series of title changes or have long and involved titles.

Several factors appeared to influence the length of files. Except for the larger academic and public libraries, space is undoubtedly a prime consideration. Titles which fell within the individual library's primary areas of concern were more apt to be held in depth than other titles, regardless of their relative merit. A sampling of the files also indicated that more effort is going into the expansion of periodical holdings through the addition of new titles than through the extension of backfiles. This, of course, documents the replies made by librarians on the questionnaire regarding Periodical Policies and Procedures as discussed in the previous chapter. It would appear that popular titles were more apt to be held in backfile for longer periods than technical magazines, especially in public libraries. At this point it is not possible to make a valid judgment as to whether the present backfiles need to be retained by each library. The members of the 49-99 System have already moved toward establishing some arbitrary limits

on the length of files to be held by each library. It would appear that a general policy should be adopted by the members of the Periodicals Network establishing the minimum liability of each library for retention based upon a title-by-title study.

There are fewer broken files than might be anticipated; most libraries evidently discard partial files rather than retain them indefinitely. Perhaps, in a few instances, once the union list is completed, fairly complete files of some titles may be assembled in one library by combining the holdings of two or more libraries.

Without doubt, however, one of the major programs to be tackled by the Periodicals Network is the substantial improvement of backfiles. Once decisions are made relative to which titles require additional depth and which libraries shall be designated to hold these files, a concerted program can be undertaken.

H. CONCLUSION

The foregoing review of periodical holdings indicates that a basis exists for the development of strong regional periodical services providing that the collections of all participating libraries are accessible to every user. Both further analysis and ultimate utilization are dependent upon the creation of a union list wherein the present ambiguities and gaps in information are resolved. Subject analysis of the combined holdings reveals various weaknesses which can best be erased through planned purchasing. The availability of indexed periodicals varies widely depending upon the library and the index. To what extent duplication goes beyond that required for the desired level of service can be determined only by the librarians "on the scene" who know the demands of their particular borrowing public. While the length of files

varies from a short run of a year or so to complete holdings, decisions on the adequacy of backfiles and the need to fill in gaps must again be made at the level where factors of usage can be considered.

CHAPTER IV

BUILDING A STRONGER COMBINED PERIODICALS COLLECTION

The foregoing chapter has attempted to describe some of the basic characteristics of the present combined collection of periodicals. Both its strengths and weaknesses have been mentioned. This chapter is devoted to discussing recommendations which stem from the findings.

A. NEEDED, A DEFINITION

Those familiar with periodicals work are quite aware of the many problems involving what the uninitiated might consider as trivia. However, as simple as the task might appear to be from the outside, the periodicals librarian understands the importance of just such minutia. It would seem that a necessary beginning step would be to create and adopt a definition of the term "Periodical" which can be adhered to consistently by all participating libraries. If the local library wishes to employ some other definition for its own purposes, this should be immaterial as long as the agreed-upon definition is used where the Periodicals Network is concerned. Definitions of other items peculiar to periodicals work should also be standardized and agreed upon where present interpretation may differ.

B. INDEX SERVICES

It is recommended that the public and academic libraries participating in the Periodicals Network be encouraged to acquire additional index services regardless of the size of their own collections. If indexed materials are to be made available through the operations of the Periodicals Network, then the library user should have access to such indexing services as may be required to utilize the entire range of titles. Special attention might be given such

indexes as the *Social Sciences and Humanities Index, Applied Science and Technology Index, Biological and Agricultural Index, Business Periodicals Index, Biography Index,* and *Art Index.* Maximum utilization of periodical recources cannot be achieved until such indexes as these are available in libraries, both large and small. Responsibility for the purchase of such indexes could be made a part of the Periodicals Network program.

C. INDEXES AS A CRITERIA FOR SELECTION AND RETENTION

Since the ultimate usefulness of most periodical titles is determined by the accessibility of their contents, it is recommended that periodical indexes be used as a primary criteria for selection of new titles and retention of backfiles. This will be increasingly pertinent if the previous recommendation concerning the placement of indexes in all public and academic libraries is followed. While non-indexed publications may indeed have value and relevance, particularly as they represent regional or local interests, nonetheless, the continued accessibility of periodicals material through printed indexes provides a guarantee of future use which cannot be underestimated.

D. LOCAL INDEXING

The Periodicals Network should consider indexing a limited number of periodicals concerned with local and regional interests which do not appear in published indexes. This indexing might also extend to one or more regional newspapers, concentrating on matters of local interest only. Whether such indexes should be constructed and reproduced as card files, or in some other manner, would have to be determined on the basis of cost and convenience studies. The list of such publications might include house organs of business firms in the five-county area, journals of local societies and organ-

izations, newsletters of financial institutions, utility companies, chambers of commerce, and regional government or quasi public organizations containing significant information on the local area. Such indexing should prove of real value both for current information and as a local history tool.

E. PERIODICALS EVALUATION COMMITTEE

A committee should be established by the Periodicals Network group for the purpose of in-depth evaluation of indexes, subject coverage, length of files, duplication, and gaps. The Evaluation Committee may in reality consist of several sub-committees or task forces, each assigned a particular area of responsibility. So far as possible, each type of library should be represented in the committee structure. Staff members as well as the head librarians of the larger libraries should be involved on the sub-committees.

F. INCREASING THE AVAILABILITY OF PERIODICALS

It is recommended that a policy be established by the Periodicals Network which provides some structure to the expansion of the combined periodical collections. Not only should particular libraries be designated as responsible for particular subject areas, but there should be general agreement upon the need for duplicating certain types of materials in public, academic, and/or special libraries. Since each library must continue to give priority to its own public, the prudent duplication of titles between types of libraries may offer greater access than would occur if the title were to be duplicated only within a particular type of library. For instance, should the members of the Periodicals Network decide that more copies of the renowned periodical *Sight and Sound*, the international film quarterly, were needed than the two presently subscribed to by two academic libraries, general accessibility might be improved by a public library acquiring the title than by adding it to

a third academic library. In other words, the diversity of location must be considered an important facet of accessibility.

G. IMPROVING THE PERIODICALS COLLECTION COVERAGE

In the preceding chapter reference has been made to certain weaknesses in some subjects. Space precludes mentioning more than a few titles which might be added to strengthen some of these areas. The following suggestions are offered here recognizing the fact that ultimate determination must rest with the librarians in the five-county area. In many instances, enrichment may seem best accomplished by duplicating titles so that they are available in more than one type of library or in more than one city. A small number of representative subjects and titles are included below as examples of the kind of evaluation which should be applied to the entire collection by members of the Periodicals Network.

1. ACCOUNTING

Public library holdings in accounting appear extremely weak and might be improved through the addition of titles such as *Management Accounting* and *Taxes; the Tax Magazine*. While the latter title is in three academic collections and the first in one academic library, neither are in any of the public libraries. Both are useful to the businessman as well as the accountant.

2. AFRICAN AFFAIRS

The proliferation of periodicals dealing with the emerging nations of Africa do not seem to be well represented in the combined holdings list. A partial remedy would be achieved by adding such titles as *Africa Today* and the *Journal of African History* to one or more of the larger libraries since these are available now only in academic libraries.

African World should be considered for addition as a new title to both public and academic libraries because of its interest to the business world.

3. AGRICULTURE

As noted in the preceding chapter, less emphasis seems to have been attached to periodicals concerned with agriculture than might have been expected. *Farm Journal* should be available through more public libraries and potential users should not have to rely on the three copies of *Farm Quarterly* and the two copies of *Hoard's Dairyman: The National Dairy Farm Magazine* now available through one public library and one or two academic libraries. The importance of dairying to the area might also indicate the need for such titles as *Journal of Dairy Science* and *American Journal of Veterinary Research*, both considered basic in their fields and not presently in any library collection in the five counties. Even though they are not indexed, it would seem that the general emphasis on agriculture would provide reason for the public libraries to acquire the *National 4H News* and the *National Future Farmer*.

4. ART

While the libraries hold some of the best periodicals in the field of art, such as *Art News*, *Art in America*, and *Design*, unless this subject is of little interest in the region, the number of titles should be increased and more copies added of others. For instance, the following indexed titles are found now only in one or more of the academic libraries: *Art Bulletin*, *Art International*, *Art Forum*, *National Sculpture Review* and *Solupture International*. By the same token it would seem that one or more academic libraries should add copies of these titles held now by

only one public library in the area: *Detroit Institute of Arts Bulletin, Handweaver and Craftsman, Journal of Aesthetics and Art Criticism, Metropolitan Museum of Art Bulletin, Museum,* and the *Philadelphia Museum of Art Bulletin.* Not included in any of the present collections is *Bulletin of Art Therapy, Marsyas,* and *Museums Journal.* Some non-indexed periodicals in specialized fields are also worthy of consideration, such as *Design News, Art and Literature, Journal of Glass Studies, L'Arte, Mobilia: for Furniture, Art Handicraft and Architecture, Pictures on Exhibit, Prisme International,* and *Stained Glass.*

5. BUSINESS MANAGEMENT.

Business management represents a field in which many of the important indexed periodicals are held by one or another of the libraries. However, some duplication between types of libraries would greatly enrich the total resources and provide greater accessibility to current issues - a special consideration where businessmen are involved. For instance, the following titles, now held only in one or more academic libraries, should be found by public library users also: *Advanced Management Journal, California Management Review, Conference Board Record, Economist, Industry Week,* and *Journal of Advertising Research.* Titles which are omitted from all collections, but worthy of addition, include: *Business Abroad, The International Trade Review,* and *Business Today.*

6. FINANCE

Periodicals concerning finance, like those in the field of business management, exist in some numbers in the area. However, most are subscribed to by academic libraries, thereby limiting the use of current numbers by the general public. Therefore, one or more public libraries

may want to add *Bankers Magazine, Exchange, Federal Reserve Bank of New York Monthly Review, Journal of Finance,* and *Finance and Development. Finance, the Magazine of Money,* not in any collection now, should be added, perhaps in both types of libraries.

7. ECONOMICS

Individually, libraries in the five-county area can hardly be viewed as a stronghold for publications in the general field of economics. However, taken as a group, the academic libraries provide fair coverage. Public Libraries may wish to duplicate a few of these holdings, such as *American Economic Review, American Journal of Economics and Sociology, International Development Review, Journal of Economic History,* and *Quarterly Review of Economics and Business.* Titles not found in any collection at the moment, such as *International Economic Review, Journal of Common Market Studies, Review of Economic Studies,* and *Yale Economic Essays* are worthy of consideration for future addition, particularly in the academic libraries.

8. MUSIC

Classical music has received more attention, periodical-wise, than contemporary music in library collections. More of the periodicals in the field of music are, once again, concentrated in one or two academic libraries. Public libraries should bolster their collections by adding some of the titles already held by one or academic libraries, such as *Audio, Electronic Music Review,* and *Tempo.* Among the important periodicals not found in any collection are *American Musicological Society Journal* and *Music and Musicians.* Several periodicals concerned with education in the field of music are, surprisingly, omitted from the San

Joaquin County Teachers Library: *American Music Teacher, Journal of Research in Music Education,* and *Musical Educators Journal.* Some of the periodicals dealing with the contemporary scene should find their way into both academic and public library collections: *Crawdaddy, Guitar Player, Jazz Journal,* and *Rolling Stone.* Academic libraries should consider acquiring *Billboard,* presently available only in one public library.

9. SCIENCE

As might be expected, periodicals in the field of science are more commonly held by academic than by public libraries. However, several should be added to both. Public libraries may wish to consider adding *American Scientist, Franklin Institute Journal, Endeavor, Science and Technology,* and *Technology Review.* Two or three titles worthy of consideration, especially by academic libraries, are: *Experienta, IBM Journal of Research and Development, Minerva: a Review of Science Learning and Policy,* and *Nature* (London).

10. TECHNOLOGY

Generally speaking, technology represents one of the weakest areas of periodical coverage. Acquisitions should be planned around the needs, both present and potential, of the five-county area. Whether acquired by academic or public libraries - or provided in both types - it would seem beneficial to have such titles as these: *AIAA Journal, Astronautics and Aeronautics, American Ceramic Society Bulletin, Applied Optics, Engineer, Heating, Piping and Air Conditioning, Hydraulics and Pneumatics, IEEE Proceedings, Industrial and Engineering Chemistry, Iron and Steel Engineering, Journal of Metals, Material Handling En-*

gineering, Modern Textiles, Pit and Quarry, Safety Maintenance, Tool and Manufacturing Engineer, Traffic Engineering, and *Welding Journal.*

11. URBAN AFFAIRS

Urban development in the five-county area would indicate the need for more literature in related fields. For instance, one or more academic libraries should consider acquiring the *American Institute of Planners Journal,* now subscribed to by one public library. Both types of libraries may wish to share in adding titles such as *City, Nations and Cities, Parking,* and *Reviews in Urban Economics.* One or more public libraries should have available titles such as *Urban Affairs Quarterly* and *Urban Land: News and Views in City Development.* Together, the libraries may wish to pool their efforts in obtaining a more representative sample of periodicals devoted to single metropolitan areas. To such periodicals presently subscribed to as *Los Angeles* and *San Francisco Magazine* might be added *Atlanta, Philadelphia Magazine, San Diego Magazine, Seattle Magazine,* and *Washingtonian Magazine.* These periodicals, although not indexed, contain a variety of articles of wide interest to businessmen as well as to those concerned with urban affairs.

H. LENGTHENING FILES AND COVERING GAPS

It is recommended that the problem involved in lengthening files of periodicals and in adding volumes to cover existing gaps be delegated to a task force. Once the union list has been printed, such a group can determine on an entry-by-entry basis which titles should be added to. During this evaluation process it should be possible to identify gaps in holdings. The findings of the task force should include recommendations as to whether the goals of the Periodicals Network can best be met through combining existing files or

through purchase of backfiles, either in print or microform. Priorities should be established by index or subject and a program prepared to accomplish the desired strengthening of the collections.

Since there is a tendency among libraries to continue building backfiles of a particular title once the process is started, it is recommended that ways be devised to continually evaluate the usage of backfiles throughout the Network. Evaluation should provide data indicating for the backfile of each title, (1) the frequency of use, (2) age of materials used, and (3) characteristics of the user. Based on such information, the members of the Network should be able to make intelligent decisions on increasing or reducing backfiles, duplicating or consolidating files, and geographic location.

I. CONCLUSION

The above recommendations, along with those contained elsewhere in this report, should constitute the basis for a broad-based program which will lead to a general strengthening of the combined periodicals collections and increased availability to the public. Unfortunately, there is no quick or easy way by which much of this work can be accomplished. Rather, it must be "ground out" systematically by committees, task forces and specialists over a period of time. The ultimate value of the Periodicals Network rests upon both the material contained in the combined collections and its accessibility - two cardinal points never to be forgotten.

CHAPTER V

PERIODICAL POLICIES AND PRACTICES

In January 1971, a detailed questionnaire on Periodical Policies and Practices was submitted to the participating libraries in the five counties. Some of the data collected by this questionnaire has been used elsewhere in this report. The comments in this chapter will relate to those matters of policies and practices which appear to be more pertinent to the objectives of the Periodical Networks project.

One primary concern is that of selection policies and the identification of the person or persons responsible for selecting periodicals. In the smaller libraries, particularly the small public and special libraries, this responsibility seemed to rest with the Librarian. In the larger academic and public libraries the responsibility was usually delegated to a Department Head or was shared with a committee, sometimes composed of other Department Heads, faculty, etc. The fact that, in general, the final authority for selecting periodicals rests fairly high in the administrative hierarchy is perhaps indicative of the importance periodicals hold in the total resources of the library.

Each library was asked to indicate what guidelines were used in selecting periodicals for the current collection. Members of the 49-99 System were nearly uniform in their statement that the list of titles recommended by the Stockton-San Joaquin County Library staff was most influential, other criteria being usefulness to the public, cost and accessibility through indexes, and patron and staff recommendations. Academic libraries, as might have been predicted, were concerned with the use of the title in support of curriculum

the availability of the title through indexing for reference purposes, the influence of standard guides to periodicals and bibliographies, and of course, faculty request.

The libraries were asked to list in order of preference nine of these so-called "factors most apt to influence the addition of periodical titles to the subscription list." A fairly consistent pattern could be detected by type of library. For instance, faculty request was ranked either first or second by the academic libraries. Public libraries, however, claimed to be most influenced by the inclusion of the material in a printed index, followed closely by the socio-economic needs of the community. Special libraries, on the other hand, were most frequently influenced by staff requests; patron requests ranked third in the academic library. Public libraries were nearly uniform in placing patron request as the third most influential factor. Patron and faculty requests similarly ranked third among special libraries. The socio-economic needs of the community, which placed high in the public library's consideration of material, was fourth in importance as far as academic libraries were concerned and had only a scattered influence in the case of special libraries. Except for public libraries, the inclusion of the title in a printed index had less influence both in the academic and special libraries than might have been imagined. One academic library ranked this as its first consideration, two as No. 4, one as No. 6, and one as No. 9. Special libraries gave the index factor rankings of 4, 5, and 7. Interestingly enough, the subscription costs appeared to play a fairly minor role regardless of the type of library. Except for two libraries which considered price as the third and fourth most important factors respectively, subscription cost ranked at fifth or below in all types of

of libraries. An almost identical ranking was given the importance of continuing backfiles.

Judging from this information it would appear that each type of library attempts to be fairly responsive to the needs of its primary audience, and was less concerned with other factors.

With the exception of one special library, none of the participating libraries gave an affirmative answer to the question, "Do you select your periodicals in conjunction with those chosen by any other libraries?" This response, contradicts the fact that members of the 49-99 System had previously indicated the influence of lists of titles recommended by the Stockton-San Joaquin County Library. An attempt was made to obtain some general information on the ordering and purchase of periodicals. Twelve of the 17 respondents indicated that they used a subscription agency for at least a portion of their periodicals. Listed by name, they were: Ebsco - 3, Squire - 3, Franklin Square - 2, Dahl - 2, Modesto News - 1, Moore-Cottrell - 1. Discounts appeared to vary from "nothing" or "unknown" to 10%. The higher discounts were accorded public libraries, but there appeared to be no particular relationship between the discount rate and the subscription agency used. Only 3 of the 17 libraries continued to bid their lists.

Recognizing that the figures supplied would be estimates at best, still there was some need for determining the amount of time libraries spent in processing. Therefore, the following question was asked, "Approximately how many man hours per week are required for processing periodicals, including check-in, stamping with identification stamp, insertion of pockets, etc?" The number reported varied from an hour and a half in a small public library to 20 hours in the largest academic library. Altogether, the li-

braries reported spending approximately 133 hours per week in this routine activity. This is approximately equivalent to 3½ staff. It should be noted, however, that in the case of many of the small public libraries, and probably the smaller special libraries, this activity is carried on in conjunction with other duties. Processing appears to be kept at a minimum in nearly every library and similar steps are taken so far as check-in procedures are concerned.

Only two of the libraries - one an academic and the other a special library - did not circulate periodicals. Several did not keep records on their periodical circulation. Of those keeping records, the Lodi Public Library showed the largest annual total - 27,312. The circulation period varied from overnight to 4 weeks in the case of one special library. However, most libraries appeared to have a limit of one week. The libraries indicated that their regulations applying to circulation varied. Most kept the current issue for reference, circulating only a limited file, often restricted to the previous six months. In the case of several special libraries, circulation was restricted to a particular clientele such as physicians or staff. Separate reference copies were not maintained for periodical titles which were circulated, meaning that in the case of a very recent periodical a patron might find a valuable reference missing at the moment of need. Perhaps equally disconcerting for the person doing research is the fact that all but two libraries - one academic and one special - indicated that under certain conditions they circulated materials from their backfiles.

In the matter of retention of periodicals, libraries followed varying practices. The public libraries have developed at least a limited plan for determining which libraries shall retain which titles. Academic libraries

are, of course, concerned with the support periodical backfiles give to their general collections. Policies varied even more widely in special libraries. All libraries seemed to agree that backfiles should be acquired depending upon usage and the availability of materials through periodical indexes. Faculty and staff is another key guideline in academic and special libraries. Public libraries also expressed an awareness for keeping items of local or regional interest regardless of whether or not they are indexed or were duplicated elsewhere.

So far as restrictions on backfiles are concerned, by far the most frequently mentioned is the old bugaboo, lack of space. This was even noted as a factor in libraries occupying recently constructed facilities. Space determines not only what periodicals shall be kept, and how many backfiles can be accommodated, but also the length of the files in terms of the number of years of coverage. The length of time material is actually held in backfile varied from a year to "forever." In many cases, the length of time depends upon the individual title coupled with the factor of space. Seven of the libraries, including three academic, three public, and one special library, noted that they were currently purchasing materials to fill gaps in backfiles. By and large, these were the larger libraries in the respective groupings. The number of titles reportedly held in backfile varied from 70 to more than 3,000. Academic libraries, of course, indicated a much larger number. The backfiles in public libraries were largely held in unbound form. Academic libraries showed a strong preference for microfilm where available, but maintained large files of unbound materials with almost half as many in bound form. Special libraries had little material on microfilm and were split about evenly in holdings in bound and unbound form. Although several libraries

do not keep separate records of their periodical backfiles by format, those which do reported a total of 1,162 titles on microform.

So far as adding to the present backfiles is concerned, however, an interesting pattern of preference emerged fairly uniform for each type of library. With two exceptions the academic libraries preferred microfilm, giving their second choice to bound files. Public libraries, on the other hand, were unanimous in their preference for microfilm, making unbound files a second choice. By contract, special libraries, with remarkable unanimity, gave first place to bound files, second to unbound, and listed microfilm as their third choice.

A wide variety of microfilm reading equipment was reported. One or more machines were owned by each of the academic libraries. However, only three of the six public libraries and two of the six special libraries had microfilm readers of any kind.

Finally, the response to questions concerning copying equipment were of interest. Again, with the exception of about half of the special libraries, each library indicated that it owned, leased, or otherwise had access to, a copying machine. A variety of manufacturers' products were represented, including Olivetti, Xerox, 3M and A. B. Dick. The charge for public use in public and academic libraries ranged from 5¢ to 10¢ per page, the 10¢ rate being quoted more frequently. Comments indicated, however, that the 5¢ rate might well become universal. By and large, no charge was made for interlibrary loan, though a very few libraries indicated that the same rate was used as that charged the public.

CONCLUSION

In spite of the wide diversity in the libraries in the five-county area,

in terms of both type and size, there is remarkable similarity in most of the policies and practices to far as periodicals are concerned. In some instances differences in policies and procedures may well be indigenous and necessary to the particular type of library. On the other hand, these are out-numbered many times by their compatibility, a factor which is extremely important in view of the proposed Periodicals Network.

CHAPTER VI

CREATING A PERIODICALS NETWORK

Granted that a Periodicals Network is needed and feasible, it is now necessary to provide a basic outline for its creation and continuance.

A. OBJECTIVES

The objectives of a Periodicals Network serving the five-county area should be to:

1. Improve the depth and scope of the periodicals collections as represented in the combined holdings of the libraries.

2. Provide public access to the periodical holdings, and encourage usage through a continuing public information program.

3. Create tools which will provide access to the combined holdings and will assist in the continued development of the periodical collections by the member libraries.

4. Provide policies and guidelines which will assist member libraries in maximizing the budgets expended for periodicals in terms of the total periodical needs in the five-county area.

B. PLAN OF ORGANIZATION AND GOVERNMENT

Some plan of organization must be established to operate the Periodicals Network. While there are numerous ways in which this can be done, it would appear that it would be practical to structure the Network as follows:

1. Each library, after authorization from its policy-making body, shall become a member of the Periodicals Network.

2. The librarian shall then become a member of the Periodicals Network Council.

3. The Periodicals Network Council shall contract with the 49-99 System to receive and disburse such funds as may be used in the project.

4. The Periodicals Network Council shall elect an Executive Committee consisting of at least one representative from each type library and shall appoint officers such as a Chairman, Vice Chairman and Secretary.

5. Bylaws shall be established and adopted by the Council for the operation of its affairs.

6. Committees and task forces shall be established as may be required to research and develop various phases of the program.

C. FINANCES

Monies received from whatever source shall be deposited with and expended through the Fiscal Agent of the 49-99 System. A Financial Committee may be established if needed to determine ways and means and advise on other matters of financial importance. (See Chapter VIII of this report on Financing the Network.)

D. HEADQUARTERS FOR THE PERIODICALS NETWORK

In view of the rather comprehensive program which may be undertaken by the Network, it would appear that an official headquarters should be established. It is recommended that such an office be assigned to the Stockton-San Joaquin County Library because of its greater flexibility and present relationship as Fiscal Agent to the 49-99 Cooperative Library System.

The duties which might be assigned to a headquarters staff, consisting of a half-time professional at the outset, could include the following:

1. Responsibility for gathering data for the Union Catalog and, with the cooperation of a representative from the University of the Pacific, edit the material for the computer.

2. Edit the final union list print-out, make arrangements for its printing, and take charge of distribution of the completed union list.

3. Collect and maintain the union lists of periodicals from as many other libraries, groups of libraries, and library systems as possible.

4. Maintain extensive files of information on periodicals and use these to verify title and subscription information for member libraries and patrons.

5. Create and maintain an extensive file on periodical indexing and abstracting services located in member libraries and in other libraries.

6. As representative of the Periodicals Network, arrange for agreements with other libraries and library systems for joint use of periodicals.

7. Act as the service center for members seeking periodicals which cannot be located through the Network's Union List.

8. Serve as the point of contact for non-member libraries and systems wanting to make use of the Network's periodical resources.

9. Assist Network task forces in their assignments.

10. Create and maintain files of sample periodicals which librarians may review prior to selection.

11. Supervise the Periodicals Processing Center if one is established.

12. Coordinate and conduct the Network's Public Information Program.

E. CONCLUSION

Although the initiation of the Periodicals Network idea has been developed on a rather informal basis, it would appear that a more formalized organization is necessary if the Network is to achieve its full potential. It is important that the strengths of the various libraries be fully recognized and utilized

in the organization and in the delegation of tasks to special committees or groups assigned to investigate particular project areas.

The establishment of a formal headquarters will provide the necessary focal point for the Periodicals Network and will prevent it from being an amorphous organization.

CHAPTER VII

THE PERIODICALS NETWORK PROGRAM

The Periodicals Network concept presents the opportunity for creating a variety of useful programs. It will be necessary for the Periodicals Network Council to establish priorities where choices must be made. The programs suggested in this chapter seem particularly appropriate and are recommended for immediate consideration. Each of these incorporates and extends the previous one.

A. UNION LIST OF PERIODICALS

The creation and maintenance of a Union List of Periodicals is obviously an item of high priority. It would appear that the most realistic approach is to use the University of the Pacific's periodical list as a basis for such a Union List. Since the University of the Pacific Library's periodical holdings have already been successfully programmed for the computer, it would seem that the most realistic approach would be to use this as the basis for creating a union list. This library's holdings also represent the largest number of periodicals owned by any one library. By using the University of the Pacific's computer center and recognizing the body of knowledge and experience represented by the University's periodicals librarian, the Network will gain significant additional benefits.

The steps to creating the Union List are numerous and can only be outlined here:

1. The current subscription lists and the lists representing the holdings of each library must be assembled.
2. The periodicals lists noted in (1) must be carefully checked for

accuracy, form of entry, and completeness.

3. The format of the list, including coding, library identification, and similar matters must be decided. While these must, so far as possible, match those already in the computer data bank, changes will no doubt be required in numerous instances.

4. References which are to appear in the Union List must be prepared, including those from previous titles or other forms of entry.

5. Additional information, such as the titles of indexes in which periodicals appear, subjects covered, etc., must be researched and properly coded.

6. After the information for every entry has been completed and checked for accuracy, it must be key-punched, or in some other manner entered into the computer data bank.

7. After all decisions have been made regarding the format of the Union List, a program will have to be written for the computer. This program, as well as the individual entries, will require verification after they have been converted to computer language and printed out.

8. Decisions will have to be made regarding the final format of the Union List. Since the number of copies needed will exceed the number which can be produced by the computer in a single run, some other method of duplication will be necessary. Presumably, this can best be done by editing the computer print-out, pasting it up in page format, and producing it by offset press.

9. While preparing the initial Union List it is important to provide for up-dating the list in subsequent editions. Other library groups which have combined to create a Union List have sometimes underestimated

the amount of revision each subsequent edition will require. Apparently, some 25% to 35% of the entries will be affected, with an even larger percentage possible with the first revision. Again, the wide variety of types of libraries involved, as well as the nature of periodicals work, make even this a very tenuous estimate.

10. It is recommended that the following steps be followed in creating the first Union List.

a. A copy of the latest print-out of the periodicals list from the University of the Pacific should be provided each Network Library.

b. The member library should write in its holdings, following the uniform format adopted by the Network.

c. Titles not in the University of the Pacific list should be accurately recorded along with the statement of holdings and library identification. This "new information" may be written in at the appropriate place in the Union List or, if too voluminous, placed on a sheet of paper and attached to the page in the proper alphabetical position.

d. When completed, these lists should be returned to the University of the Pacific for key-punching and insertion into the computer.

e. A preliminary print-out should be made as soon as all of the information is in the computer data bank.

f. The preliminaty print-out should be carefully examined and one person given the responsibility for resolving all problems of entry, questions concerning holdings, and final editing.

g. After corrections have been made, the final print-out should be edited into camera ready copy and reproduced in an acceptable format, bound and distributed.

h. Following the completion of the initial Union List, Network representatives should evaluate both the product and the process and determine upon the methods to be followed in revising and up-dating the Union List.

Obviously, the creation of a Union List of Periodicals is not dependent upon a computer. The work can be done "by hand." This refers, however, to the list only, and does not relate to the costs of revision or the many side benefits which can be gained from a computerized list such as analysis by index, by subject category, by type of library, by individual library, length and completeness of files, etc. Nor does the creation of the Union List by manual means in any way reduce the amount of work which must be done in terms of establishing and verifying entries, accuracy of holdings, etc. It would, of course, eliminate the necessity for a programmer and for computer time. The cost of typing each entry separately would probably be fairly equivalent to the cost of key-punching. However, since this group of libraries has a computer available, and since such a large portion of the periodicals collection is already in the data bank, the arguments for creating a list manually are not persuasive.

B. THE PERIODICALS NETWORK PROGRAM

Unless the Union List becomes the total goal and product of the Network's activity, it would seem that a program of services and periodical collection development should be developed. This is well within the grasp of the Network. Several of the more obvious objectives of such a program are suggested

below. Separate sub-committees or task forces might be established by the Network Council to investigate these in depth and bring back detailed recommendations for implementation.

The Network Council may wish to take advantage of some of the existing strengths and potential capabilities of member libraries by delegating the responsibility for certain activities. Such a division of work, it appears, would make the total program more feasible. The following seem practical.

1. AREAS OF PRIME RESPONSIBILITY

a. The Headquarters of the Network should be located in the Stockton-San Joaquin County Public Library. Depending upon the extent of the program finally adopted, room will be required for a staff of probably one librarian, a clerk, and shelving space for an accumulation of Union Lists secured from other libraries and library systems, sample copies of periodicals, etc. This staff must have easy access to teletype communications and, of course, telephone.

b. The Union List of Periodicals, its creation and maintenance, should be delegated to the University of the Pacific. The proximity of this institution to the Headquarters is doubly important in view of the work required in establishing and maintaining the list.

c. The Stanislaus State College Library might undertake to provide special reference services in periodicals where subject requests rather than title requests are involved.

d. Following a study of the Union List, various member libraries may be delegated particular responsibility for certain subject areas

according to an over-all plan. In addition, public libraries should be made responsible for the collection and preservation of local newspapers and periodicals, preferably on microfilm.

2. THE PERIODICAL REQUEST SERVICE

Once the library user has a union list available for consultation, requests will undoubtedly ensue. The Network should be fully prepared to accept and expedite the filling of such requests. While a task force will have to be established to set up methods of operation within the Network, it is suggested that the following procedures be considered.

a. When a desired periodical is not found in the library where the request originates, the librarian checks its availability through the Union List.

b. If the periodical is in the Union List, the following choices are available to the patron.

i. The patron may go to the library in which the periodical is located.

ii. The patron may ask the librarian to request a copy of the article to be sent to the local library.

iii. If the patron decides to seek the material for himself, some method of clearance should be provided identifying the patron and his need. This might be done by telephone, by teletype, or a form which the patron would take with him.

iv. If, on the other hand, the patron asks the librarian to secure the material, then a staff member must com-

municate the request by teletype or telephone, giving full information and conforming to whatever procedures are established by the Network.

c. If the periodical is not in the Union List, the librarian should contact Network Headquarters and request that the title be searched in other Union Lists available at that point. When foun by Headquarters, a Headquarters staff member would make contact with the holding library, secure the desired copy, and send it to the patron. If the title cannot be located in any of the other Union Lists, the Headquarters would notify the requesting library and ask that the patron be so advised.

3. COMMUNICATIONS AND DELIVERY

Whereas the Union List will permit member libraries to determine which library has a desired title, it cannot provide the material for the patron. Therefore, it is recommended that the Periodicals Network Council establish means by which the need for materials can be quickly referred and articles supplied without delay.

It is most desirable that wherever possible patrons be allowed to use periodicals directly, no matter where they occur. This matter of personal access, recognized as an essential part of the 49-99 System concept, should be extended if at all possible to the other members of the Periodicals Network. In many cases, however, the patron, even though allowed personal access, will prefer to have materials sent to him. Libraries must, therefore, be linked by telephone, and where possible, by telepype. The library holding the needed materials, upon receiving a request, should have the ability to make a photocopy of the material

which can be picked up by the System's delivery van or other carrier and transported to the requesting library. Telefacsimile machines, such as a Graphic Sciences DEX-1 unit, would provide further improvement in accessibility. Such instruments should probably be located at the Stockton-San Joaquin County Library, the University of the Pacific, and the Stanislaus State College Library, with, perhaps, a fourth unit situated in one of the public libraries along Highway 49 or at Columbia Junior College.

From preliminary investigation, it would appear that the present delivery system of the 49-99 System can be used and augmented if necessary, especially if funds become available for increasing the frequency to more than the present twice-a-week service. Pickup and delivery should, of course, be equally available to all members of the Periodicals Network, whether academic, public, or special in type.

4. UNIFIED POLICIES AND PROCEDURES

Examination of the policies and procedures for periodical service in the various libraries indicates both the desirability and the possibility of eliminating most of the present differences. A task force should be established to investigate those policies and procedures which directly affect the Periodicals Network program. These can perhaps be broken into three groups:

a. Policies and practices concerning selection of periodicals.

b. Policies which govern the use made of periodical collections.

c. Policies and procedures regarding the retention of periodicals in backfiles.

It would appear that most of the present differences have arisen from practice rather than from any fundamental and necessary dissimilarity. It is believed that the task force can devise common policies and procedures which will call for relatively slight modification on the part of individual libraries, but which will provide the uniformity in practice which will enhance the operations of the Network.

5. AREAS OF SPECIALIZED SUBJECT COVERAGE

Once the Union List has been produced a Council Task Force should study the list along with the information in this report to determine areas of special responsibility. As a general guideline, it is recommended that the public libraries, and in particular the Stockton-San Joaquin County Public Library, be responsible for periodicals primarily of interest to the general reader and to the members of the economic community. The academic libraries, on the other hand, should concentrate on more specialized titles, particularly those dealing in theory rather than in practice. The special libraries, of course, must continue to expand their collections in terms of their individual fields of specialization. However, through cooperative action they should avoid unnecessary duplication and thereby achieve a much larger representation of titles, particularly in the field of medicine.

C. THE PERIODICALS NETWORK AND PROCESSING CENTER

A third program element which seems an obvious component of the total Periodicals Network project is a periodicals processing center.

It would be almost impossible to indulge in a study of this type without recognizing the possibility, at least, of centralized purchasing and processing of periodicals. Establishment of a task force is, therefore, recom-

mended to study this area in great detail. The arguments for central purchasing and processing are well known to all librarians, including the possibility of higher discounts, lower labor costs, greater efficiency in operations, the ability to mechanize routines, and utilize computers, etc. These are all very applicable to the centralized purchasing and processing of periodicals subscribed to by the Network libraries. In fact, the possibility of computerizing the daily receipt of periodicals on a mass basis will provide opportunities for computer based products entirely beyond the practical reach of any one library. These include such things as frequent up-dating of the union list, specialized lists of periodicals arranged by subjects, computerized analysis of subscription data, studies of the list in part or in its entirety to determine gaps and duplication, etc.

On the other side of the coin, it is possible that centralized procedures may result in certain delays in the receipt of periodicals. The cost of processing to the small library which now absorbs periodical check-in as "pickup" work, may prove to be a problem. However, the multitude of advantages seems to make centralized processing worthy of examination.

While it would be substituting rose colored glasses for clear vision to suppose that the unification of the Network libraries' subscriptions into a single list would lead to a vast and imposing discount, nonetheless, some rather substantial savings might indeed result. A nationally known subscription service agency was contacted in this regard. The response was positive and there appeared to be no insuperable problems - whether the periodicals were sent to a common address or to each individual library. Equipped with a computerized service, this agency or any like it, might offer numerous advantages which could never be gained by a single library.

The matter of discount cannot be settled until a comprehensive list of titles is available for review and estimate by the various subscription agencies. However, in view of the $100,000 or more presently spent by Network libraries on periodicals each year, it would seem logical that such an account would receive advantageous treatment. One jobber indicates that of the 40,000 titles in its files, about 40% offer three-year rates with savings. The special three-year rate is usually 2.3 times that of the one-year rate - or a savings of about 25%. Depending upon the "mix" of periodicals in the list, the annual savings is reputed to run from 9% to 23%.

Regardless of the efficiency of any periodical subscription agency, publishers' restrictions will result in the libraries of the Network carrying individual subscriptions for certain titles - particularly where the periodical is received as the result of membership in a society, association or other organization. Wherever possible, these too should be centralized to the extent that the order and check-in work is done through the Headquarters.

D. CONCLUSION

Through these various programs, the Periodicals Network should find it possible not only to create improved access to its present resources, but also to greatly strengthen the total periodical collections in the member libraries. As work proceeds, many other program opportunities will undoubtedly occur.

CHAPTER VIII

FINANCING THE PERIODICALS NETWORK

Inevitably the question of financing the proposed Periodicals Network must be faced. Unfortunately, this coincides with a period characterized more by reduced budgets and program retrenchment than by the inception of new projects or the opening of new sources of revenue. Nonetheless, the Periodicals Network is somewhat unique in that participation may actually decrease some current operational costs while immeasurably increasing the capacity for service.

A. ESTABLISHING THE PERIODICALS NETWORK'S COSTS

The first step in any financial program must be to determine with some measure of reliability the probable costs of the project. In the case of the Periodicals Network, definitive cost estimates cannot be made until the full scope of the program is established by its members. However, by breaking the program into some of its components and making a number of assumptions, it is possible to arrive at a tentative program cost. For purposes of estimation and future discussion, the project has been divided into three parts: (1) the Union List, (2) Network Service, and (3) the Network and Processing Center.

1. THE UNION LIST

In projecting costs for the production of the initial Union List an assumption has been made that the plan proposed in Chapter VII will be followed and that individual libraries will absorb the cost of recording their holdings on the copy of the print-out list to be supplied by the University of the Pacific at approximately $6.00 per library.

Adding the holdings of participating libraries will require the key-punching of about 5,000 cards. Once this task has been accomplished, the new information will be merged with that already stored in the computer for the University of the Pacific, and a new print-out will be run. This copy will be reviewed, corrections made as needed, and a final print-out made. This copy will be used for the production of the actual union list. By photo-reduction to approximately one-half size, considerable savings can be achieved through offset printing, using the computer print-out as camera-ready copy. In addition to the volunteer labor provided by each library for entering its own holdings, it seems probable that the final editing of the list, preparation for the printer, etc., may require upwards of 200 hours of labor. Based on these assumptions, the following estimated expenses for creating the initial Union List can be foreseen:

TABLE VIII-1

ESTIMATED EXPENSES FOR CREATING THE INITIAL UNION LIST OF PERIODICALS

Item	Description	Amount
Initial print-out of UOP Periodicals List	1 copy for each of 17 participating libraries @ $6.00	$ 102.00
Key-Punching	Initial key-punching of entries for participating libraries: Est. 5,000 @ 3¢	150.00
Computer Programming	Program for merging holdings of participating libraries and for final print-out format, etc. 20 hours @ $6.00	120.00
Intermediate Print-out	1 four-copy print-out of complete list for purposes of revision and editing	45.00

(cont.)

Keypunching	Corrections and revisions to Intermediate Print-out: Est. 1,000 @ 3¢	30.00
Final Print-out	To be used as basis for camera-ready copy to submit to printer for completed Union List	45.00
Labor	For copy editing, revision of Intermediate Print-out, preparation of camera-ready copy for printer, etc.: Est. 200 hours @ $5.00	1,000.00
Printing	100 copies printed offset from camera-ready copy which printer photo-reduces approximately 50%	600.00
Office Supplies and Contingency	Some funds necessary depending on what participating libraries can volunteer in the way of equipment, etc., for project staff	200.00
TOTAL		$2,292.00

2. NETWORK SERVICE

The cost of operating the Periodicals Network will depend upon the program which is eventually adopted by the participating libraries. Since there is no precedent for such an operation, there is room for considerable speculation as to how ambitious the project should be. Public response should be the ultimate consideration and determinant. Use of the Periodicals Network may far exceed any projections presumed at this time - or fall short of the anticipated levels. It is, therefore, important to create a flexible system which can be expanded or contracted as experience requires. If the participating libraries so desire, they may choose to absorb the total expense of operations by each library assimilating its own costs and sharing only in the expenditures connected with producing the union catalog. On the other

hand, a fairly elaborate and aggressive program might be created which would be heavily subsidized by the members or funded in some other manner.

Presented below are estimated costs for a relatively modest Periodicals Network program which would place emphasis upon communications and delivery. TWX machines are projected for the University of the Pacific, Stanislaus State College, Columbia Junior College, and either Modesto Junior College or Stanislaus County Library. These, in conjunction with the TWX machine already in operation at the Stockton-San Joaquin County Public Library, would be supplemented by telephones using credit cards at the other participating libraries. The Network would, presumably, pay for the TWX and telephone credit card calls as well as TWX machine rental. Delivery service would consist of an extension of the present 49-99 System route to serve all participating libraries twice a week, supplemented by daily delivery between the various libraries in Stockton. A half-time librarian is proposed as the Network's initial staff to carry out the day-to-day routines and the other work discussed in the previous chapter.

TABLE VIII-2

ESTIMATED NETWORK OPERATIONS BUDGET*

Item	Description	Amount
Personnel	1/2 time librarian	$5,400.00
TWX	4 TWX Machines @ $60.00/mo.	2,880.00
Telephone & TWX calls	Toll call charges @ $200.00/mo.	2,400.00

(cont.)

*Does not include Union List.

Delivery	Extension of present 49-99 System twice weekly service to Network members based on mileage and 1/2 of driver wage:	
	Mileage - $150.00 additional miles per week @ 10¢ per mile	$ 780.00
	Driver @ $3.50/hr. x 8 hrs./week	1,456.00
Office Supplies and Postage	Forms, letterheads for Network, postage, etc.	400.00
Office Equipment	Desk, chair, typewriter, etc., for Network librarian	550.00
Public Information	Brochures, press releases, radio and TV spot announcements, etc.	1,200.00
TOTAL		$15,066.00

The above cost estimate can be modified by changes in the projected program. However, it would seem to be a rather basic budget - one which is a reasonable beginning. Experience will soon reveal any changes which may be needed. For instance, demand may indicate the desirability of the installation of telefacsimile equipment between two or more libraries as suggested in a previous chapter. Such units cost about $75.00 a month plus the regular long distance telephone charges. If four such units were added the budget would have to be increased by $3,600.00, plus installation and long distance rate charges. Increasing the frequency of delivery from two to perhaps three or four times a week would be a very desirable improvement and a further expense. Such adjustments should result from experience. However, all too many programs fail because, in spite of their potential, they begin so modestly that they failed to attract the attention necessary for obtaining the results they deserve. For this reason a

public information program must be included as an integral part of the Network's operations.

3. OPERATING A NETWORK SERVICE AND PROCESSING CENTER.

Should the participants in the Network decide to consolidate their periodical receipts and processing, the Network Librarian would probably become a full time coordinator for the Network's entire operation. The number of clerks which would be required is somewhat speculative, but it appears that the present work load could be absorbed by about three full time clerks, providing they were properly trained and supervised. The present delivery system would require additional funding to permit at least four times a week - and preferably daily delivery.

The Processing Center might well be partially self-supporting because of the savings individual libraries would accrue in terms of subscription discounts and reduced personnel. If possible, the periodical check-in procedures should be coordinated with the operations at the University of the Pacific computer center as a method of continually up-dating the Network's data bank and preparing it for future revision. This can be done in a number of ways varying in sophistication from batch processing with keypunched cards or punched tape to on-line access. Weekly or monthly print-out of acquisitions could be sent each library as a further service along with an almost endless variety of reports which can be of infinite help and interest. The scope of such a program is so vast and involves so many variables that it seems meaningless to attempt a complete budget at this point. Some of the major expenses are set forth in Table VIII-3 for general guidance.

TABLE VIII-3

ESTIMATED COSTS FOR OPERATING A PERIODICALS NETWORK AND PROCESSING CENTER*

Item	Description		Amount
Personnel	Supervising Network Librarian	$10,800	
	Periodicals Acquisitions Clerk	7,200	
	Periodicals Processing Clerk	6,600	
	Periodicals Processing Clerk	6,600	
	Personnel Benefits @ 16%	4,992	$36,192
Supplies	General Office Supplies & Postage	250	
	Data Processing Supplies	200	
	Library Supplies (amount depends upon whether processing includes cards, pockets, reinforcing, etc.)	???	450+
Telephone & TWX	4 TWX @ $60.00/mo.	2,880	
	Telephone & TWX toll calls @ $200.00/mo.	2,400	5,280
Public Information	Brochures, press releases, radio & TV spot announcements, etc.		1,200
Bibliographic tools	Periodical directories, union lists, etc.		500
Computer Time	Average of 1 hour per week @ $60.00 for up-dating runs, compiling & testing new programs, etc.		3,120
Computer Programming	For miscellansous programs, new applications of computer, adjustment of existing programs, etc. 200 hours @ $6.00		1,200
Delivery	Extension of the present 49-99 System delivery route and schedule to include all Network participants and provide delivery four days per week, plus daily delivery within Stockton:		
	Driver: 24 hrs. per week @ $3.50	4,368	
	Personnel Benefits @ 16%	700	
	Mileage: 39,000 miles @ 10¢	3,900	8,968
	TOTAL ----------		$56,910

*Does not include Union List.

In addition to the above costs, which might be considered basic to an annual operating budget, there would be an original capital outlay required for furniture and equipment for the Network Headquarters. The following expenses should be considered as "one time" costs.

TABLE VIII-4

ESTIMATED COSTS FOR ESTABLISHING
THE PERIODICALS NETWORK PROCESSING CENTER

Item	Description	Amount
Equipment	1 Friden Flexowriter 2201* (for punched tape input)	$ 5,000.00
	2 Electric Typewriters @ $500.00	1,000.00
	3 Typewriter Stands @ $50.00	150.00
	4 Desks @ $200.00	800.00
	2 Work Tables @ $200.00	400.00
	1 Legal Filing Cabinet	125.00
	Card Files	200.00
	1 Supply Storage Cabinet	400.00
	Shelving (about 6 sections for periodical directories, union lists and sample copies)	600.00
	4 Chairs @ $60.00	240.00
Supplies	Letterhead, etc., for Periodicals Network	200.00
	Princeton Files for sample copies 6 dozen @ $11.00 per dozen	66.00
	Miscellaneous desk supplies: staplers rubber stamps, etc.	50.00
		$ 9,231.00
	5% Sales Tax	462.00
	TOTAL	$ 9,693.00

*Flexowriter can also be rented or leased.

While the above estimates are subject to modification, these figures are believed to represent "ball-park" figures useful in determining whether or not a centralized periodicals processing operation is really practical enough to be worthy of further consideration. In

making such an evaluation it would be important to consider the effect of savings of personnel, convenience of delivery at least four times weekly, and the numerous computer-based services which might be supplied. On the other hand, a delay of one or two days in receipt of periodicals, particularly weeklies, may be unavoidable and the small libraries which assimilate periodical processing as a part of their circulation desk routine may not find the savings in personnel important. More frequent delivery and improved periodical service would be the prime consideration for such libraries.

B. FUNDING THE PERIODICALS NETWORK PROGRAM

With the general parameters of cost established in the foregoing pages, it is appropriate to consider some approaches to the problems of funding the Union List and the Periodicals Network. Again, the uniqueness of the situation with the wide variety of sizes and types of libraries represented by the participants, makes it impossible to find a tested formula or solution. As noted below, the most satisfactory arrangement would be to fund the first years of operation through an LSCA grant. However, the libraries must still discover a way of financing the program when such funds are withdrawn. The basic problem is one of finding an adequate common denominator which provides a satisfactory and equitable basis for cost-sharing. After a good deal of trial and error testing, it would appear that one of the more plausible common denominators is the number of entries each library contributes to the Union List. This method is used in a variety of ways in the following proposals which are submitted as representative rather than definitive solutions.

1. LSCA TITLE III GRANT

The most obvious, and probably the most painless, alternative is for the participating libraries to request an LSCA grant to cover both the preparation of the original Union List and the operations of the Network as a two-year pilot project. The uniqueness of the Periodicals Network idea and the facts established in this study should make such an application attractive. The basic amounts to be requested for each of the two years are set forth in Table VIII-5.

TABLE VIII-5

ESTIMATED COSTS FOR A TWO-YEAR PILOT PERIODICALS NETWORK PROJECT

	1st year	2nd year
Salaries (Network, Processing & Delivery)	$41,260	$43,323*
Library Materials (For filling gaps, creating backfiles and adding new titles)	25,000	10,000
Operating Expenses	13,587	14,000
Equipment	9,693	---
Other (Preparation of first Union List and 1st revised edition)	2,292	800**
TOTAL	$91,832	$68,123

* Includes a 5% salary increase.
** Cost of revised edition will depend upon how the computer operations are handled during the course of the year.

By placing the basic fee on a sliding scale, an almost infinite number of "adjustments" can be made to accommodate the variations in library size. Three such scales are shown in Table VIII-6 to illustrate how the cost per entry decreases as the basic fee is increased,

assuming a Union List of 10,000 entries costing $2,300.00 to produce.

TABLE VIII-6

SLIDING SCALE FOR DETERMINING THE BASIC FEE STRUCTURE FORMULATED ON THE NUMBER OF TITLES INCLUDED IN THE UNION LIST

BASIC FEE SCHEDULE	NO. OF TITLES CONTRIBUTED TO UNION LIST					COST PER ITEM
	1-100	101-500	501-1000	1001-2000	Over 2000	
A	$10.00	$ 25.00	$ 35.00	$ 50.00	$ 75.00	19¢
B	25.00	50.00	75.00	100.00	150.00	13¢
C	50.00	85.00	125.00	175.00	250.00	6¢

The fee schedules are increasingly weighted in favor of the larger libraries in recognition of the presumed fact that the Union List will result in a disproportionate amount of use by the smaller libraries of the larger collections. If this proves to be true, this scale provides a method by which the smaller libraries may partially correct such an imbalance. In any case, even the basic fee suggested in Schedule C would seem well within the reach of all the libraries concerned. Calculations according to the above schedules have been made for each library in Table VIII-7, providing an actual example of how the costs for the initial Union List might be shared. Since the University of the Pacific's holdings are already in the computer, thereby reducing the cost of the project considerably, some financial concession is perhaps in line. Possibly the per entry fee should be waived, assuming that the Basic Fee would cover the cost of actual editing and publication. Such a decision would naturally require a slightly higher

TABLE VIII-7

COMPARISON OF COST PER LIBRARY FOR UNION LIST BASED ON SLIDING SCALE

LIBRARY	Approx. No. of Entries	SCHEDULE A Basic Fee	SCHEDULE A Per Entry Rate 19¢	SCHEDULE A Total	SCHEDULE B Basic fee	SCHEDULE B Per Entry Rate 13¢	SCHEDULE B Total	SCHECULE C Basic Fee	SCHECULE C Per Entry Rate 6¢	SCHECULE C Total
Amador County	150	$ 25	$ 29	$ 54	$ 50	$ 20	$ 70	$ 85	$ 9	$ 94
Calaveras County	110	25	21	46	50	15	65	85	6	91
Columbia Junior C.	250	25	48	73	50	33	83	85	15	100
Lodi Public	194	25	37	62	50	26	76	85	12	97
Modesto Junior C.	985	35	188	223	75	128	203	125	60	185
San Joaquin Co. Teachers' Library	90	10	18	28	25	12	37	50	6	56
San Joaquin Delta College	668	35	127	162	75	87	162	125	40	165
San Joaquin General Hospital Medical	140	25	27	52	50	19	69	85	8	93
San Joaquin Local Health District	54	10	11	21	25	7	32	50	4	54
Sharpe Army Depot	35	10	7	17	25	5	30	50	3	53
Stanislaus County Library	425	25	81	106	50	56	106	85	26	111
Stanislaus County Medical	70	10	14	24	25	10	35	50	5	55
Stanislaus State College	2,125	75	404	479	150	277	427	250	128	378
Stockton-San Joaquin Co. Public	1,600	50	304	354	100	208	308	175	96	271
Stockton State Hospital	165	25	32	57	50	22	72	50	10	60
Tuolumne County	125	25	24	49	50	17	67	85	8	93
University of the Pacific	3,000	75	570	645	150	390	540	250	180	430
TOTALS	10,186	510	1,942	2,452	1,050	1,332	2,382	1,770	616	2,386

contribution from the other participating libraries. However, when apportioned among the remaining members, this would not be a large additional sum.

Other formulae could be projected based on periodical budgets, total budgets, or similar elements held in common. However, it does seem that the cost for the initial Union List is most equitably and logically shared on the basis of the number of entries provided by each participant.

C. FINANCING THE NETWORK PROGRAM

In Table VIII-2 an annual budget was projected for Network operations totaling $15,066.00. Since there is no record of experience upon which to prorate the costs, some other formula is necessary until sufficient data has been assembled through actual operations. While a number of approaches have been tried, until the factor of use can be determined through experience, it would appear that an allocation of costs corresponding to that shown in Table VIII-7 should be used. In Table VIII-8 a suggested allocation illustrating this premise is made, reducing the number of groups to four and substituting a percentage of the total "library materials budget" for the "per entry rate." This change would tend to equalize the disproportionate percentages various types of libraries spend for periodicals as compared to books and other materials.

The scale shown in Table VIII-8, calculated against the figures for the current year, would produce a total of $16,324.00 compared to the projected budget of $15,066.00. A slight alteration in the basic fee schedule should take care of any minor changes resulting in the modification of the program.

TABLE VIII-8

A SLIDING SCALE FOR PRORATING THE COSTS OF NETWORK OPERATIONS

No. of Titles in Union List	No. Libraries in this Group	Basic Fee	Amount of Income Produced	Percentage of Total Materials Budget	Amount of Income Produced	Total
1-100	4	$200	$ 800	5.0%	$ 399	$ 1,199
101-500	8	400	3,200	2.0%	5,578	8,778
501-2000	3	600	1,800	1.5%	1,861	3,661
Over 2000	2	800	1,600	.5%	1,086	2,686
TOTALS			$7,400		$8,924	$16,324

D. FINANCING THE NETWORK PROCESSING CENTER AND PROGRAM

The budget for the proposed processing center, combined with the continuing Network program amounts to $56,910.00 (Table VIII-4) - not including $9,693.00 (Table VIII-5), needed as a one-time expense for furniture, equipment and supplies. The magnitude of this sum presents obvious problems, particularly when there is no record of experience which libraries can use to justify their financial participation.. Nonetheless, the Processing Center, as proposed, has certain built-in benefits which should be considered as strong plus factors. The most obvious is the added discount which can be anticipated on periodical subscriptions. If these savings can be considered as revenue for the use of the Processing Center, the amount which must be subscribed locally can be reduced somewhat, perhaps 15%-20%.

Since the amount of the discount depends upon the "mix" of academic, special and popular titles, it is impossible to make an intelligent estimate at this time. However, as soon as the Union List has been created, it should be submitted for bid to one or more of the nationally recognized

periodical subscription agencies for quotation. The price will also be affected by the opportunity to mail to a common address, bill to a single address, etc. While the academic libraries subscribe to many journals which do not offer discounts, public libraries may offset this to some degree by the number of duplicate copies of popular titles which are purchased among themselves and for branch libraries. No figures are available by which this can be assessed. For lack of actual data, it has been assumed that the savings in subscription costs will amount to 10% of the money now spent for periodical subscriptions by Network participants, or $10,450.00.

Each library should also enjoy a savings in personnel time; this amount will generally increase with the number of periodicals subscribed to. Not only will the routine handling of mail, checking in of periodicals, etc., be eliminated, but so will the various record-keeping tasks including typing of lists of periodicals, negotiating bids, correspondence with publishers, etc. These savings cannot be credited against the Processing Center in a direct manner, but must be kept in mind by each librarian in assessing the true cost of participation in the Periodicals Network program.

Also included in the proposed plan is an improved delivery schedule doubling the present frequency. This should be considered a strong plus factor and should perhaps merit additional financial support from 49-99 System funds since there is no reason why films, interlibrary loan materials, etc., can't be included on the delivery truck each day. In fact, it is hoped that the ready availability of delivery will encourage wider use of interlibrary loan - particularly between the various types of libraries.

While less meaningful, perhaps, for smaller libraries, the larger libraries will enjoy tremendous benefits from the computerized operations in-

cluding regular up-dating of their periodicals holdings, subject listings, listings by indexes, and whatever other types of reports and analyses they may desire to have programmed.

Establishing the revenues for the operations of the Network Processing Center and continuing operations must, once again, rest on a framework which should be evaluated as soon as sufficient experience is available to provide the basis for an improved formula. For the moment, however, it would appear that the most equitable division of costs would occur if a formula similar to that used in Table VIII-8 is used. In this instance, an assumption has been made that the larger libraries, rather than the smaller ones, may gain the most since they will experience greater savings in personnel and will make more use of the computer. The figures, once again, are purely arbitrary and may be varied at will.

TABLE VIII-9

A SLIDING SCALE FOR PRORATING THE COSTS OF THE NETWORK AND PROCESSING CENTER

No. of Titles in Union List	No. Libraries in this Group	Basic Fee	Amount of Income Produced	Percentage of Total Materials Budget	Amount of Income Produced	Total
1-100	4	$ 500	$2,000	2%	$ 160	$ 660
101-500	8	1,000	8,000	3%	8,366	16,366
501-2000	3	1,500	4,500	4%	7,448	11,948
Over 2000	2	2,500	5,000	5%	10,865	15,865
TOTALS			$19,500		$26,839	$46,339

The above income approximates the projected budget of $56,910.00 assuming that a 10% subscription discount occurs as a result of the Network program

and that this sum is credited against the operations of the Network. No provision has been made in the above Table for the purchase of necessary equipment and furniture required to initiate the Network Processing Center and Program. The estimated cost (Table VIII-4) of $9,693.00 could be met by a similar proration.

E. CONCLUSION

The unique nature of the proposed Periodicals Network combines a group of libraries distinguished by their differences in types and sizes. There is no known counterpart from which a body of data based on experience can be drawn. The estimates of costs and income stated in this chapter must, therefore, be, at best, "educated guesses" which will be adjusted in the crucible of experience. That the proposed Periodicals Network is worthwhile, needed, and practical has been affirmed in previous chapters of this study. It is believed that this chapter presents an equally convincing argument for the financial feasibility of the Network.

It is hoped that the Periodicals Network, including the Union List and the Processing Center, can be launched as a two-year pilot project funded by an LSCA Grant. Funds for continuing the program beyond the first two years can be raised equitably through a pro rata sharing of costs. Certainly, a review of the economic factors seems to lend further strength and credence to, rather than detract from, the project's feasibility. Given an opportunity, the Periodicals Network should prove its value by providing an improved level of service to the public by encouraging systematic development of periodical resources, and by establishing a better way of handling routines concerned with periodical operations.

CHAPTER IX

SOME FINAL CONSIDERATIONS AND RECOMMENDATIONS

The conclusions and recommendations of this study should be abundantly clear and need not be repeated here in detail. In short, they are:

1. Analysis and evaluation of the present periodical holdings of the 17 libraries and projection against the backdrop of the population in the service area substantiates the assumption that an improved level of periodical service is desirable and necessary for the good of the public.
2. The proposed Periodicals Network has great merit and should be organized, possibly along the lines recommended in this study.
3. Through the operations of the Periodicals Network, uniform policies and procedures for selection, handling, retention, and use can be devised.
4. The Periodicals Network will enable and encourage member libraries to systematically develop and improve their selection of periodicals, eliminating unnecessary duplication.
5. The public will gain access to a collection of periodicals which is vastly greater in scope and depth than can be accumulated in any one library.
6. The Union List of Periodicals is a practical and immediate objective which can be attained with limited effort and expense. It is the keystone for Network activity and for future development of collections and programs.
7. There exists the very real possibility that substantial savings

and advantages may accrue from establishing a Periodicals Processing Center as an integral part of the program, thereby capitalizing on the computer applications, improving efficiency, increasing savings on subscriptions, and reducing costs.

8. Through cooperative development of periodical collections, the users will derive increasing benefit as libraries are encouraged to expand their collections according to a planned program of specialization.

9. The Periodicals Network and the Union List are financially feasible and well within reach of the participating libraries.

10. Because of the nature of the proposed Periodicals Network program, its initial costs for equipment, etc., and its experimental aspects, it is recommended that the 49-99 Cooperative Library System make application on behalf of the participants for an LSCA Grant which would fund both the program and the strengthening of the periodical holdings as a two-year pilot project.

While the above statements tend to summarize the conclusions of this study, two or three further recommendations seem warranted. First, the librarians must recognize the significance of the proposed program and develop plans for a strong and continuing in-service training program which will completely familiarize staff members with the Network. It is important that staff understand both the philosophy of service which is basic to the Network and the actual methods of operation by which the user can avail himself of these enrished resources.

Secondly, an aggressive public information program must be mounted to

acquaint the public with the new stockpile of materials which is theirs for the asking. While some may be interested in the mechanics by which this is being achieved, emphasis should be placed on the fact that all the individual needs to do is to make his needs known, whether at his academic, public or special library outlet. How the material is located, borrowed, and delivered to him is secondary to the fact that the entire periodical resources of the Network are available for the asking.

Third, it is hoped that the Periodicals Network, with its organizational structure and mechanics of operations can be the catalyst which will later bring about many other joint programs of mutual benefit, including inter-library loan, advanced reference work, and collection development.

Finally, realizing the experimental nature of the Periodicals Network and the great interest librarians throughout the country will have in its operations and success, plans should be made from the beginning for in-depth review and evaluation. Such analysis requires the compilation of statistical data and the accumulation of such other evidence as may accrue concerning patron reaction and usage. Care should be taken to establish adequate records control from the outset of the project. While most of these may be kept by the Network staff as part of their continuing function, some, particularly those concerned with the user, must be conscientiously kept by each library and reported in some regular and uniform manner. From this body of information, it should be possible to make the kind of evaluation which will provide background for further planning and, when necessary, justification for the program's continued existence.

CONCLUSION

The Periodicals Network has every reason to succeed. It is needed;

it is practical; and, given a continuing spirit of cooperation and participation by the members, it is attainable. To the extent that this study provides the information and guidelines needed by the participants in blazing a new highway of cooperation and service, it will have succeeded.